

SOUTHERN TEXTILE BULLETIN

VOL. 41

CHARLOTTE, N. C., NOVEMBER 19, 1931

No. 12

CONSTANT NO SHRINK NO STRETCH

—Condor belts, when manufactured, are cured under tension to eliminate stretch.

—when properly applied with the correct allowance for "resetting" as specifically recommended with every new Condor Textyl Belt, no further attention to its running is required.

OTHER

PRODUCTS

Flat Belt	V-Belt
Cone Belt	Water Hose
Air Hose	Steam Hose
Acid Hose	Fire Hose
Suction Hose	Rubber Rolls
Mill Sundries	

—Condor maintains CONSTANT length, pulley grip, and high efficiency month after month over a wide range of atmospheric and working conditions, users say.

—try Condor "work muscles"—they turn wheels to a new economy tune.

The Manhattan Rubber Mfg. Division
of RAYBESTOS-MANHATTAN, Inc.
Executive Offices and Factories
Passaic, New Jersey

OBsolete Machinery Will Not Turn Losses Into Profits

Have You Seen the "NEW" S ?

NEW

BUCKLEY OPENER UNITS

ONE PROCESS PICKER . . WITH
VARIABLE SPEED CALENDER

AUTOMATIC LAP DOFFER . . .

DRAWING FRAMES WITH
MECHANICAL STOP MOTIONS

HIGH DRAFT SPINNING

LARGE PACKAGE SPINNING .

PREMIUM THREAD TWISTER . .
FOR WET OR DRY TWIST

*These and Other Improvements
Recently Developed by*

H & B AMERICAN MACHINE CO.

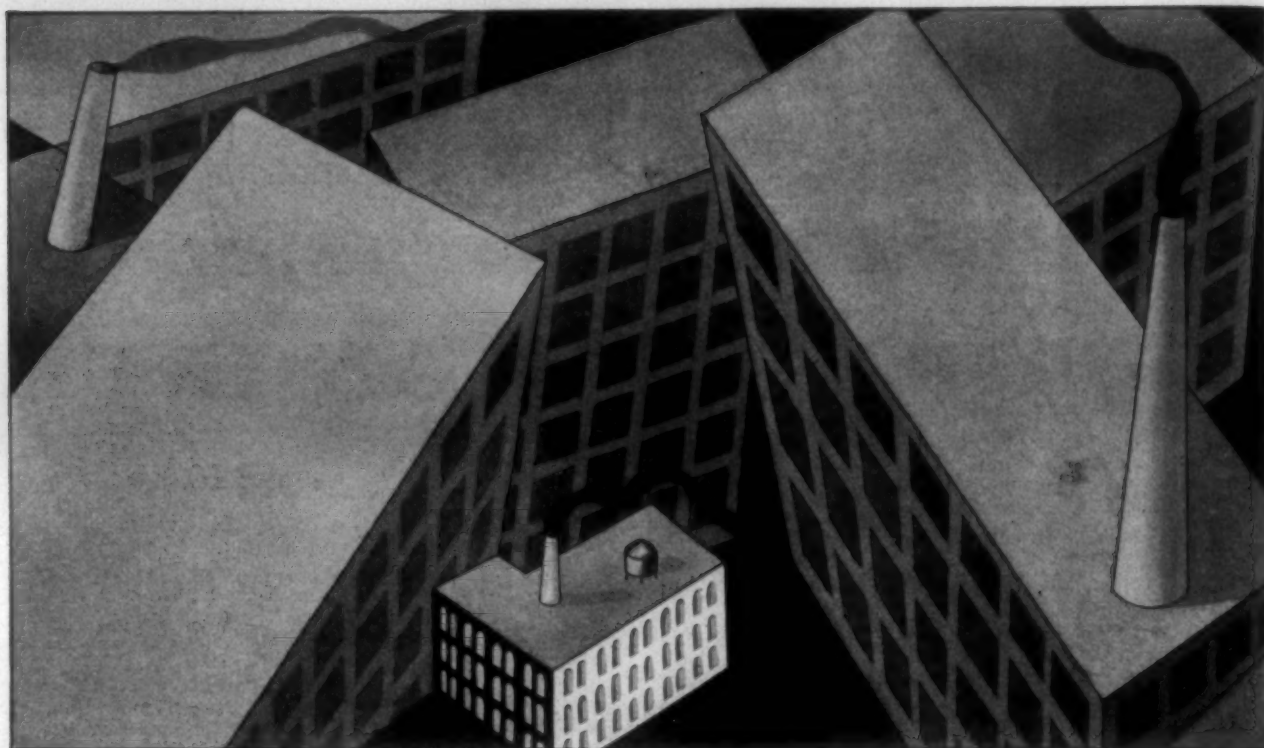
PAWTUCKET, RHODE ISLAND

BUILDERS OF

COTTON PREPARATORY AND SPINNING MACHINERY

Boston Office
161 Devonshire St.

Atlanta Office
815 Atlanta Trust Co. Bldg.



"FREE" COMPETITION ?

..not for this mill

No "combination in restraint of trade" is needed to put this old mill with its obsolescent equipment on the rocks. The pressure comes from modern mills, with modern equipment, and the weapon is lower unit production costs.

"FREE" competition is only for those with low costs. For competitors set prices and stipulate profits today . . and competition is hard on those with old equipment.

In spinning rooms, for example, Whitin Model F Large Package Frames with 10 to 15% greater

bobbin capacity, instant reversing for changing the twist, accessible oiling, helical jack and cylinder gears, and heavy frame construction, have obsoleted frames no more than 10 or 12 years old.

Whitin engineers will be pleased to survey any part of your preparatory machinery installations, and recommend changes or replacements if necessary to bring your costs in line with the lowest in the industry.

The Whitin Model F Cotton Spinning Frame

WHITIN

MACHINE WORKS

ESTABLISHED 1831

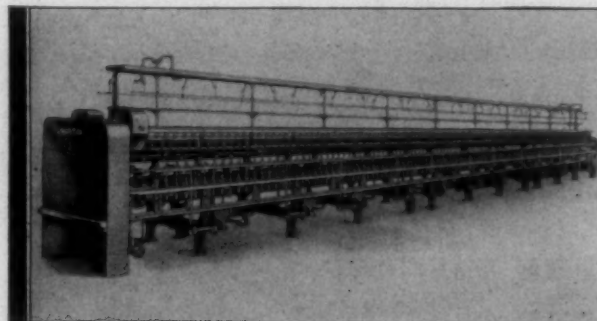
Fales & Jenks Division

Woonsocket Machine and Press Division

Whitinsville, Massachusetts, U. S. A.

Charlotte, N. C.

Atlanta, Ga.



▼ *To tell you what you want to know about rayon yarns and their more profitable use. This is No. 4 of the series. Reprints of preceding numbers sent free on request.*

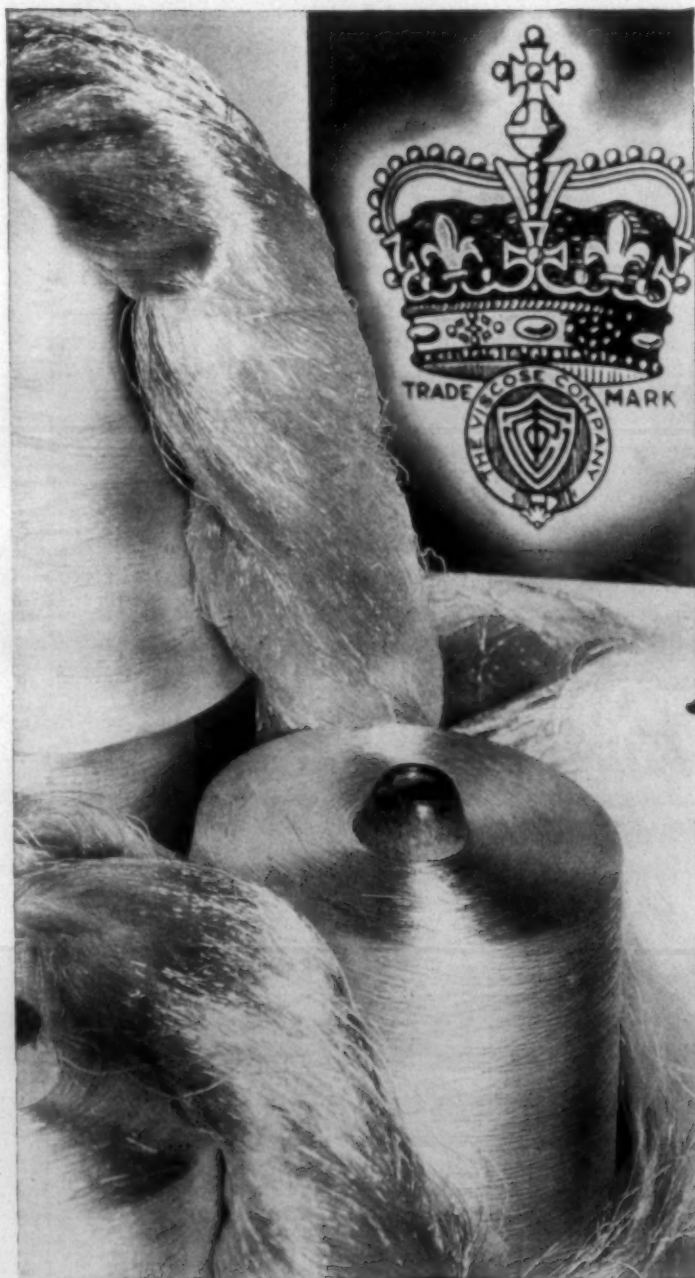
PRECISION *to the point of* **1/10,000 OF AN INCH**

YOU might call us over-particular on some of these manufacturing points, but when you come to use Crown Brand Rayon Yarn with its smooth, perfect surface and accurate denier, you'll appreciate the scientific care we give to every step of the making.

▼ As a viscous mixture, the product is forced through "thimbles" called spinnerettes, made of gold and platinum alloy, in the top of which are minute holes smaller than the finest needle-point and accurate to 1/10,000 of an inch. Through these almost invisible openings, the viscous mixture emerges as filaments which are quickly solidified in a special bath. Each spinnerette produces filaments of precisely the same size and accurate weight. ▼ The fact that more than half the rayon-containing fabrics manufactured in this country are made with Crown Brand Rayon Yarns is proof that precision in producing the yarn results in more satisfactory and saleable products. Get in touch with headquarters on any rayon problem. Let us help you without charge or obligation.

THE VISCOSE COMPANY

200 Madison Avenue New York City



SOUTHERN TEXTILE BULLETIN

Published Every Thursday by Clark Publishing Company, 18 West Fourth Street, Charlotte, N. C. Subscription \$2.00 Per Year in Advance. Entered as Second Class Mail Matter March 2, 1911, at Postoffice, Charlotte, N. C., Under Act of Congress, March 2, 1897

VOL. 41

CHARLOTTE, N. C., NOVEMBER 19, 1931

No. 12

Standards in the Textile Industry *

BY L. R. GILBERT

Director of Trade Standards, U. S. Bureau of Standards.

IT is not unusual to see a woman go into a store and ask to be shown a piece of silk or other cloth, and when the goods have been displayed, make various tests that were, and still are sometimes used, to determine whether in her opinion the cloth is any good. Will it fade? Will it shrink? Is there too much filler? And finally will it wear well? She knows nothing about the dye or the dyeing processes, she does not know what was done to it, in the ordinary course of its manufacture, that would cause it to shrink much or little. She does not know, if it has been shrunk, whether it was fully or only partially shrunk; and if the finisher knew his business, she will find it rather difficult to tell whether there is much or little filler. At best she has to use her own judgment, or select some manufacturer's brand which within her experience represents a fabric that has faster colors, shrinks less, or wears longer than those carrying other brands, or no brand at all. That there is a need for some system by which this woman may be able to measure more accurately the merits of the cloth she buys, no one doubts.

Incidentally it may here be noted that some industries are finding it expedient to provide a definite assurance of quality and performance to their customers, and several illustrations of successful ventures in this field will be called to your attention later.

Out of this modern need for greater assurance in buying, evolved a proposition that something be done to enable the housewife or other member of the family to judge the articles of every-day use with reasonable assurance that similar quality can be obtained in successive purchases from varying sources. In this connection, the National Bureau of Standards, in response to the growing sentiment of the general public and the expressed request of several industries and trade associations, authorized the Division of Trade Standards to co-operate with the various industries in the establishment of their own quality specifications as commercial standards as a basis for marketing definite grades and qualities of commonly used commodities.

Here it might be well to state that a commercial standard is nothing more nor less than a record of a mutual understanding among the manufacturers, the distributors, and the consumers as to what the quality, size, tolerances or other recognized criteria of a commodity shall be.

EXAMPLES OF STANDARDIZATION

KNIT UNDERWEAR

At this point it may be well to review briefly a few of the Commercial Standards that have been established. On February 19, 1931, the manufacturers of knit underwear (exclusive of rayon) agreed upon and adopted standard measurements for all types and styles of men's, women's and children's knit underwear. Previous to the adoption and use of these measurements, the actual size of your underwear might have corresponded to the size mark or it might not. After January 1, 1932, however, if it carries a label stating that it is manufactured to conform to specifications shown in Commercial Standard CS33-32, you may be surprised if the size does not comply with your expectations.

Standard measurements covering women's and men's knit rayon underwear were also recently adopted and will doubtless prove of much practical benefit to the manufacturers and users of this product. The manufacturer now knows how to size his garments in terms understandable to the wearer and the wearer will be fairly certain to insist upon a garment free from the skimp cutting that has proved annoying to many of us.

When the underwear industry adopted these specifications they did so only after years of study and exchange of information to determine what was right as to size and tolerances. They even went so far as to specify how each measurement shall be taken, and to recommend the use of a steel tape as desirable because of its greater accuracy. It seems that these manufacturers intend to give their customers, garments that are neither skimmed nor over-size but of standard size as marked.

There are those who believe, however, that the producers, distributors and users of underwear made of woven fabrics are not so fortunate as the knit underwear industry, in that they have no nationally recognized standard.

This was indicated some days ago when a representative of one of the large importing houses of New York City told me that unless the measurements of crepe de chine underwear were standardized or some steps taken to curb or curtail the manufacture of skimp cut garments, the legitimate manufacturers of this commodity would be driven out of business. The president of a plant manufacturing woven fabric underwear also recently told me the same thing about nainsook, broadcloth and like fabrics.

I shall not take time to discuss at length the 37 or

*Address before the National Silk Convention, Paterson, N. J., November 19, 1931.

more standards that have been established but it may interest you to learn what effect the adoption of standard specifications had on wall paper and on cotton cloth for rubber and pyroxylin coating.

WALL PAPER

The manufacturers of wall paper were confronted by very keen competition from special plasters, paints, and other methods of wall decoration, and by the fact that several of their own group were making low quality papers to meet price competition. The purchaser outside of price had no way of knowing when he was getting a poor quality paper and was rapidly doing about the only thing there was left for him to do, i.e., seeking a substitute for wall paper.

The manufacturers, realizing that something had to be done to revive the interest and confidence in this product, developed a specification covering the qualities necessary to a good paper, particularly resistance to fading, and requested the National Bureau of Standards to assist in establishing it as a commercial standard. After this was done, the manufacturers naturally wanted the trade to know that they are making a reliable paper, so they are now placing a label on the back of their wall paper samples, which reads like this:

"The manufacturer guarantees this wall paper to meet the requirements of U. S. Commercial Standard CS16-29, issued by the U. S. Department of Commerce."

This system, which gives the purchaser some definite assurance as to quality, naturally has had the effect of reviving and stimulating the general demand for wall paper.

RUBBER AND PYROXYLIN COATING

The commercial standard for cotton cloth for rubber and pyroxylin coating was established by this industry after it had been troubled for a long time with the cracking of rubber and pyroxylin coating, especially in connection with these fabrics as used in automobiles.

These manufacturers knew that the trouble was caused by the presence of an excess amount of certain metals, such as copper and manganese, but as there was no very well defined knowledge as to what percentage of these chemicals should be allowed, there was little that could be done about it.

However, the interested branches of the industry, by doing a lot of research work and pooling their knowledge of the subject, developed a specification covering the strength of the fabrics, the amount of copper, manganese and grease that might be allowed without detriment and established a standard for cotton cloth for rubber and pyroxylin coating. The manufacturers of the cloth, having a standard specification as a guide, are now taking care not to use harmful chemicals in the manufacture of the fabrics that are to be rubber and pyroxylin coated.

This standard has been of much benefit to the automobile industry, and the fact that the rubberizers and pyroxylin coating manufacturers now know what constitutes an acceptable fabric for their purpose with stated limitations for defects and methods of test, makes the task of the cloth manufacturer much more definite and the rewards more certain.

In this industry, the life of such articles as rubber boots, shoes, and covers of various kinds should be greatly increased, because of the widespread knowledge of what should go into their manufacture and because of the general agreement to make full use of this knowledge.

In a recent address before the National Association of Purchasing Agents, Robert F. Bowe, Vice-President, Hunter Manufacturing and Commission Company, in

speaking of this standard, said: "These results are in my opinion the most constructive work of its kind which has been accomplished in the cotton goods industry in many years, and I am proud that our company had an important part in these negotiations. It is final proof of what can be developed through a complete understanding between buyer and seller."

RESULT OF ORDINARY METHODS

We have discussed concrete examples of the effect of standardization, now let's go into the realm of imagination for a moment and picture a woman going into a store to purchase silk. According to her judgment she probably buys the cloth that will give the best service. After close inspection, she finds no tag or label indicating who made the fabric or of what it was made. Sometime afterwards she finds that this piece of silk has given good service and wants another ten yards, made by the same manufacturer; she therefore goes to the same store, carrying a sample of the original cloth. The merchant in the meantime has sold all of the first piece and bought a similar pattern from a different source or maybe from the same wholesaler. He persuades her that the cloth he now has is equal in value to the first piece she bought; in most cases she takes his word for it, buys the substitute and after using it awhile finds that the quality is poorer than that of the original fabric. The outcome of this transaction is that while this woman loses an insignificant amount of money she is dissatisfied and is willing to try some competing fabric, with the result that the silk industry loses at least a part of her business.

Just what happened? The first fabric was made by a reputable manufacturer who loved silk, who believed in silk, who was proud of his business, who could see in every yard the iridescent gleam of a super thread to which had been added the superb skill of master craftsmen. But all this woman knew after using it, was that the cloth was good. She didn't know who made it, she had no way of finding out.

The second fabric was made as cheaply as possible, it was made to sell—the manufacturer had no pride in the quality of his product; he couldn't visualize the fabric as adorning the flower of a nation and feel the throb of satisfaction that comes from honest effort. He cared for nothing but the immediate profit—and in making that, he is ruining your business and his own by unfair competition which may eventually eliminate the demand for silks.

LABELING

The first reaction is, why can't this problem be solved by each manufacturer putting his name on his product? It seems natural to suppose that this should be done by every reputable manufacturer. However, the customer who buys a product with your name on it may, but probably will not, a year later when she goes to look for it, be able to find a cloth carrying such an indication. If she isn't, your label has been of no help to her or to you.

Manufacturers have put their names on their products ever since trade began and still we have competition from inferior quality, which leads one to infer that the name of but few men or organizations are strong enough, or under ordinary trade conditions can be made prominent enough, to impress the greatest number of people with complete assurance of infallibility.

Your name alone on a fabric may mean that you have put honest effort into its manufacture; it may mean that you are giving full value for every dollar you have received. It doesn't convince the skeptical public, however, that another cloth that looks like it and feels like it, but carries no man's name isn't just as good, when

there is the added attraction of good salesmanship and a few cents a yard reduction in price.

It seems to me that a label or tag to have its greatest value should carry, not only the name of the manufacturer who has woven his reputation, established by advertising, and his integrity into the fabric, but should certify conformity to some nationally recognized specification that is well enough known (either directly or by reputation) to inspire confidence and belief in any fabric that is certified to comply thereto by a reputable organization.

NECESSITY FOR STANDARDIZATION

It seems that voluntary standardization of quality within reasonable limitations is more necessary now than at any other time in our history; the honest manufacturer is trying to give all the value he can for a dollar, but he is finding it hard to stay in business and give the value that he knows a customer expects and should have, when he is forced to compete with cheapened fabrics that are manufactured to sell down to a price instead of up to a quality.

There is perhaps not man here who doesn't wish that something could happen that would either drive the manufacturer of cheapened fabrics entirely out of the market or force him into the open where his product could be seen and recognized for what it is.

A method that has been used very effectively to bring about this desired condition is the voluntary standardization and national promulgation of the essential requirements of a commodity. When a product has been so standardized and carries a label denoting the fact, it isn't a great while before the consumers begin to associate the label with quality.

Some manufacturer may reason that the establishment of a standard gives his competitor the same advantage that he has; possibly so, but it seriously curtails the sale of cheapened fabrics and forces the unfair manufacturer to compete on an equitable basis. The manufacturer in any of his reasoning may keep in mind, however, the fact that the maker of a standard product has a greater opportunity for applying economical production methods than has the manufacturer of non-standard commodities.

STYLE

The question of style is sometimes used as an agreement against standardization. Of course, if you sell silk to women, and they are perhaps the largest users of fine silks, you are going to have to change the style, you are going to have to give them something new or they won't buy it. Granted that the customer does want style, must have style and will have style, she also wants and eventually will have that style made from fabrics of known quality.

ORIGINAL SILK STANDARD

Perhaps you never thought of it in this way, but the methods of manufacture of the original silk fiber are as fully standardized as the movement of the sun and the planets. In all the long centuries that have gone there is no evidence that there was ever any disposition or desire on the part of the silk worm to make anything but the fine high grade fiber that the trade of the world has learned to know as silk. There are grades to be sure, depending upon a number of conditions, but the thought of its changing never enters one's mind, silk is silk, something fine and durable, soft, luxurious and desirable.

Thousands of years ago when the first silkworm was observed he was using identically the same methods that

his descendants are using today. He was using the same raw material, and in a large sense, his product has always maintained the same high standard of quality regardless of depressions or economic conditions.

CONCLUSION

Did it ever occur to you that perhaps the principal reason that you are in business today is because the silkworm has held rigidly to his high standard of quality throughout all these years? Your customer may be told that a fabric is woven of silk; she takes your word for it; she buys it not because of what you have done to it, but quite possibly in spite of what you have done. She has faith to believe that if it is silk, the silkworm has done his work up to his old standard. You've made fabrics and garments for centuries and as an industry, you've never gone to the trouble to tell her that you are living up to any standard. You've put it on the counters and said here it is, it's beautiful. Not here it is, the color is fast, it is guaranteed by this or that manufacturer to be of a certain known high quality; it is manufactured to conform to a certain nationally known standard; and regardless of what style you see it in, if it carries this label the cloth is right.

It appears to me that when you are able to place your product on the counter of the world's trade and can say: here it is, the quality is known, guaranteed and assured, wherever and whenever you buy this fabric, if it carries this label certifying conformity to the industry's standard it will be an honest transaction, you'll get value received for your money. Then will your great industry again see the mighty current of buyers turn their faces toward the irresistible appeal of your fine cloths, and a better day will have come.

Plan Expansion of World Cotton Markets

A world-wide expansion of cotton markets is contemplated in a movement now being launched throughout the cotton spinning industries of Europe, according to George A. Sloan, president of the Cotton-Textile Institute.

A report just received by the Institute from Norman S. Pearce, general secretary of the International Federation of Master Cotton Spinners' and Manufacturers' Associations of Manchester, England, who quite recently spent some time in America studying the new uses activities of the Cotton-Textile Institute, explains how this movement to expand cotton uses is being started in the European countries by the International Cotton Committee and the International Cotton Propaganda Committee following a recent joint meeting of these two committees at Wiesbaden, Germany.

The following resolutions were unanimously adopted by the Joint Committee:

1. That each affiliated association in Europe be requested to appoint a special educational committee to work out the conditions for expanding the uses of cotton suitable to its own country.
2. That the International Federation act as the medium of contact between the various affiliated associations and the Cotton-Textile Institute of America in pursuance of the objects sought to be attained.
3. That reports of progress made by the affiliated associations be presented from time to time to the offices of the International Cotton Federation at Manchester, England.
4. That the Syndicat des Maisons de la Haute Couture in Paris be invited to co-operate with the International Cotton Committee in this matter.

Orderly Marketing of Cotton Textiles*

BY ALLEN B. McINTIRE

Vice-President, Pepperell Manufacturing Company

WE are manufacturers of some 363 different types and kinds of cotton goods. We make sheetings, sheets, and pillow cases. We make jeans, twills, blankets, prints, broadcloths, marquisettes, linens, denims, chambrays, drills, and, as you can see from the figures 363, many others. We have four mills, located two North and two South, with a finishing plant and dye works at Lewiston, Maine. We sell all these goods. Last year it was over 100,000,000 yards, through a sales organization of some 30 men which the company controls. I mention that because it is rather unusual in the textile industry.

Our customers are department stores, syndicates, chain stores and others, hotels and hospitals, cutters of dresses, men's shirts, etc., state and city government jobbers and manufacturers who use cloth in their processes, such as the General Electric Company, which buys a certain kind of cloth from us to fabricate into gears.

You can readily see from this brief picture that we have a very complicated business, and it is absolutely necessary that we do something about checking not only our sales, but our market opportunities, to see that we are getting all we can get out of the country.

Our primary objective is, quite naturally, to increase the net profits of the company. And let me inject right here the admonition that in our opinion this sort of work should not be in charge of the sales department. They should not control it any more than they control manufacturing. All this work in our organization is done by our research department which works very closely with our sales and sales development departments, but is under the direct jurisdiction of our executive management and is accountable to our president. Much more latitude is obtained in this manner.

We are confronted with the problem of obtaining more accurate knowledge of actual and potential markets to use as a basis for achieving more efficient sales and advertising control. We have been developing our present set-up for three years, and it is materially aiding us in cutting waste in distribution.

It is basically simple. Oddly speaking, it measures current sales performance against market potentialities, thus supplying a running report of the selling efficiency of our organization in all territories.

The principal advantages of our methods are these: No. 1. It supplies the figures and facts while they are still fresh. No. 2. It has been so carefully planned that it co-ordinates with data from other authentic sources to supply additional value and helpful comparisons. No. 3. It is sufficiently simplified, although it covers 1500 items, so that it is not unwieldy. No. 4. It is designed for profit control as well as volume control. It is based on a tabulating machine card system and is set up to answer the following questions: Who sold the goods? Who bought the goods? Where were they sold? How much did it cost to sell them? How much did it cost to advertise them? What were our sales in relation to our market opportunities? What were our most profitable items? What markets or industries were capable of development? What new use could be developed for the fabrics we produce? Were our sales in proportion to our productive capacity for the industry?

Because we sell through so many different types of outlets, and because our line embraces so many separate items, the problem of finding a workable method for answering all these questions was not an easy one. Our line was finally broken down into six main commodity groupings. Channels of distribution were listed under ten heads such as, jobbers, retailers, manufacturers, etc. Trading areas were finally adopted as the basis of a geographical code, after the use of salesmen's territory, for the same purposes, had proved impractical. However, let me add that, whereas, salesmen's territories first proved impractical, we have, in effect, returned to the system of furnishing figures to our sales department on a city basis. In other words, we are talking their language. We are, in our research department, continuing to hold to the trading area figures but our set-up is so flexible that it is very simple to furnish to the sales department things which they can understand, and that means city figures. We find that the sales department acts better on this sort of thing.

Without going into details, let me say that the final and complete code developed for each account showed, in addition to the information which I have already given you, the name of the salesman who sold the goods and the branch office in which the business originated. The number code has been used throughout. Card records are kept by customer and by city.

Provision has been made for setting area control sheets up on a six months basis; No. 1. Orders in commodity groups and units of sale. No. 2. Sales in dollars for commodity groups. No. 3. Advertising expense and general accounts. No. 4. Selling expense in general account group, and per cent reduction of all figures to index our percentage figures based on one hundred for the United States total, to measure against a buying power index, which I will explain later. With this detail we can now picture in broader terms the aim of our whole set-up.

We reasoned that if we could accurately credit each trading area with the amount of merchandise sold in it, record the amount of dollars produced by such sales, and charge the area with its share of advertising and selling expenses, we could thus determine the cost of sales production for that unit. We would then be in a position to compare such data with comparable areas, measure the data with a known and established buying power index, and thus determine fairly, what, where and how our selling and merchandising efforts should be placed in order to get the most satisfactory results.

You might reason, why should we set up such records if volume and profits are generally satisfactory and this was true in 1928 when we started the system. We further reasoned that a net sales volume or a net profit is made up of the excess of gains over losses during any given period of operation.

Our sales volume may rise over that of a previous comparable period, and yet, during the same period, we may have lost business in a number of areas. It therefore follows that if we can by suitable records localize the sales production, advertising and selling expenses through each of our areas, such losses will be early disclosed, stimulating us in the necessary preventative measures, with the consequent result of increasing our total volume and total profits.

*Address at convention in Boston of the Associated Industries of Massachusetts.

Conversely, a study of individual areas may disclose a treacherous selling cost in relation to actual sales. Further study may show that such expense is not even justified by potential sales opportunities, indicating that subsequent action would not increase our total profits.

An excellent example of the value of having such a set-up as ours and the flexibility of it was very well illustrated less than a week ago in a situation that arose in our organization. The manager of one of our branch offices has been attempting to convince our general sales manager that if he were given a junior salesman to operate in the smaller cities and towns of his territory, the manager could devote more of his time and attention to the bigger accounts in the bigger cities, and very easily justify the expense of this junior salesman.

Taking all the facts and figures available to us from our records, and adding to this mass of material a lot of information contained in the retail census of distribution, we made an analysis which conclusively proved that, even though we got all the business in this territory, we could not justify the expense of another junior salesman.

Many of you have often heard from your salesmen or branch office managers that it is impossible for you at the home office to appreciate conditions existing in their territories, or to know anything about their territories, unless you have either visited the territory or lived in it for some time. We rarely hear this in our organization now. With the tremendous amount of valuable information that the Department of Commerce is anxious and willing to furnish you, and with the many other sources of information available, you can at any time get a better picture of the territory than the man who lives right in it.

But, to continue with our set-up. Trading area totals was readily made up from the city cards. Expenditures for advertising were broken down under these heads: Magazines, productions, trade papers, newspapers, dealer service, radio, research and overhead.

While time forbids a detailed account of the way we achieved these break-downs by trading areas, still these points in the procedure are so interesting that I would like to mention them here. Take, for example, the allocation of magazine advertising expenditure. Circulation figures are available on a county basis. It would have been possible to total these figures for each medium on the list for any given trading area, and pro rate that circulation against the total per page cost. This, however, would have meant a large expenditure of time, as the index would have to be refigured every time we changed the list of magazine advertising mediums.

A better method suggested itself. In the general consumer market section of the Market Data Hand-Book of the United States is a column headed "Circulation of 15 National Magazines Combined." These figures are broken down by counties. By using these figures to prepare the index, we establish a basis which could be applied to any group of national mediums, regardless of changes, within that group. Proceeding on this assumption, we prepared an index of magazine circulations broken down into trading areas on a basis of 100 per cent for the United States. (All export figures are eliminated from this system.) We applied this to the total dollar expenditure for national magazines.

Trade paper expenditures were also allocated from actual circulation figures of the papers we used. While the factor of changing media would be operative here also, we proceeded on the assumption that the circulation of the trade papers we use, or might use, would follow closely the average of the four we were using at the time we set this system up. Without going into

details, the expenditures for newspaper advertising and radio were also handled in what we believed was an intelligent manner.

The next step was the allocation of selling expense. Here again, I do not think it necessary to take the time to give you an exposition of the method used to break down each item of selling expense. We classified this under four general heads: No. 1. Supervision, salaries and expense. No. 2. Traveling expenses. No. 3. Salesmen's salaries. No. 4. Overhead. One interesting fact is that the distribution of supervision expense was made on the basis of the roadmen's expense in each territory. Credit and other expenses were charged to the branches on the basis of sales volume.

The assignment of selling expense to the trading areas proved comparatively simple, because our sales territories conform closely to trading area groupings. Each branch, therefore, was assigned a total selling expense of the areas that composed it.

The solution of the problem of how to determine the basis of distribution of general selling expense through the trading areas on an equitable basis was particularly interesting, because the elements of number of accounts, number of cities covered, and volume of sales, all entered into the picture in making a distribution of this kind. These factors were weighed. Setting these weighed factors up for each group of areas, they were then combined into a composite picture, a reduction of all factors to index numbers, using 100 per cent for total for each branch. The final step was to set up all areas in total dollars sales expense, and prepare the final index for cent of selling costs in each area against the United States total of 100 per cent.

So much for the method. Of great importance so far as the usability of the figures is concerned, is the method of presentation of records to the management of our company. The records are all submitted on a continuous control basis, that is, new figures can be added as they become available.

They are all arranged in two time periods, semi-annual and annual; in two values, dollars and per cent; and in six commodity groupings we commented on earlier in this group, a general control sheet breaks down into semi-annual periods. Then come commodity groupings and then statistics on each individual area. A number of additional special compilations are made, such as comparisons of individual commodity groups in periods of six months, and a tabulation of sales in cities over 100,000, where a large proportion of all domestic sales originate. There are also control sheets for advertising expenditures in both dollars and per cents, and for sales expense.

In addition to this report for the management, we also furnish to the sales department certain reports on a daily basis; others on a weekly basis, and still others on a monthly basis. These records are so set up that when one of our salesmen who is traveling quite a bit comes back to headquarters for a session with the sales manager, this manager is able to sit down with him, and, from the figures available, talk not only intelligently to the salesmen about the business he has been securing, but give the salesman a picture of his territory that he did not have.

The results of working a system of this kind for three years has given us what we set out to get, namely, a running, always recognizable picture of just how we stood in sales in any given territory as compared with the market possibilities. For us, it has proved a satisfactory combination basis of sales analysis and market research.

EVERYBODY'S BUSINESS

BY FLOYD M. PARSONS

An Employment Program—Attention!

THE current program of the Committee on Employment Plans and Suggestions (Harry A. Wheeler, chairman) is definite and practical. It is the outcome of a careful study of thousands of proposals. It is free of complications and can be applied immediately in any community where the citizens are able and willing to concentrate adequate effort and thought on the problem.

The course of action suggested for the nation to follow in restoring prosperity is clearly outlined by the following declarations:

1. There must be united national action to encourage every American citizen now employed to resume normal buying.
2. Public confidence in our financial and credit structures must be reestablished.
3. Our bankers must assume a more liberal and encouraging attitude toward the credit requirements of their average customer.
4. Each and every employer should make immediate surveys of conditions in his own company for the purpose of devising ways and means to spread such work as is available among a larger number of people.
5. An effort should be made at once to get the great army of employees working for the Federal government, the various States and the hundreds of American towns and cities, to accept their proportion of current responsibility by sharing their hours of work with less fortunate citizens who have no employment whatever.
6. There should be a speeding up in the various types of public works, already authorized, and in many cases already appropriated for.
7. Special consideration must be given to the spread of employment among the so-called white-collar classes, which are unorganized, and as a consequence, are suffering more acutely than the average industrial worker.
8. In laying off or hiring labor, preference should be given in the following order between equally efficient workers: First, married men with dependents; third, single men or women, above school age, without dependents, and with no other means of support.
9. Each community should make an earnest effort to develop within its own limits the utmost in emergency work for its unemployed.
10. Everything possible should be done to transfer surplus labor from cities to farms on a work-for-keep, or some other acceptable basis.

The important conclusions and opinions of this committee, which the President considers to be the nation's most important "planning body," may be generally summed up in this way:

The depression has probably reached bottom. "Normal buying" will quickly bring an upturn that will gain rapidly in speed and force. This is true because the margin between business volume depressed and business volume normal is a comparatively small percentage of the whole, just as the margin between independence and poverty is not a large sum, but only a moderate sum beyond actual needs.

The present effort to promote employment is based upon the understanding that we are dealing with a nation-

al situation and do not have to wait for Europe to get on its feet. While complete recovery must await the betterment of foreign conditions, we are only delaying business improvement in the United States by passively accepting our relation to the international situation and in failing to make a concerted, determined effort to correct domestic conditions.

It is vital that immediate steps be taken to unfreeze credit. Many companies are now being forced to forego contracts because of their inability to finance safe and sound undertakings. Retail merchants are unable to get money to increase inventories beyond day-to-day requirements. Even farmers who are free of debt now find it impossible to secure credit to permit the purchase of stock for feeding, replacement of worn-out equipment, or seed for diversification.

This discloses the urgent need for a speedy broadening of the rediscount facilities of the Federal Reserve System. Something must be done to prevent a frightened public from making sudden withdrawals of deposits. New credit cannot be safely released so long as the banks are compelled to hold themselves in readiness for runs that may dangerously reduce their resources. The banking pool created by the National Credit Corporation will help powerful individuals and institutions, but its operation cannot release credit to an army of small producers and distributors whose purchasing power in the total is tremendous.

A further need is the development of some means whereby the receivers of suspended banks may secure loans upon slow, but good, assets. The forced sale of such assets represents an unwarranted sacrifice of the money belonging to depositors. More than a billion dollars of deposits are now tied up, and the release of this money into the regular avenues of business would certainly relieve strain and induce trade expansion.

Both employers and employees must now make the sacrifices necessary to meet the present industrial crisis. Workers protected by seniority rights or civil-service laws should be urged to forego their prior claims to continuous employment, and generously share their work-opportunities with less fortunate brothers. Thousands of employers who have not yet made any consistent effort to distribute the work at their disposal among a larger number of people must hasten to consider such action. The deliberate elimination of old employees, solely for economy, is branded as both selfish and inhuman, especially in cases where juniors with smaller salaries have been substituted for the higher-paid men and women of proven service and accumulated experience.

Teachers holding day jobs and yet doing work in night schools must consent to let some of the unemployed in their communities fill these extra assignments. The wives of men who are earning sufficient for normal family requirements should give way to people who now have no means of support. In order to overcome the opposition to the spread of jobs over a larger number of citizens, it is essential that the names of substitute employees be drawn from lists provided by properly authorized relief agencies.

(Continued on Page 27)

FOSTER

Cone Warping System

The following
Points of Superiority
of the Foster Cone
Warping System have
been demonstrated un-
der competitive condi-
tions:—



In the Cone
Winding Process
using the Foster Model
102 Winder—more pounds
produced by the operative with
the resulting lower winding costs
per pound of yarn.

Economy in Floor Space—the highest
possible winding speed considering delicate
yarn conditions.

Sturdy machine design and construction—minimum cost for replacements.

Operating conditions—end piecing movements reduced, promoting efficiency and preventing operative fatigue.

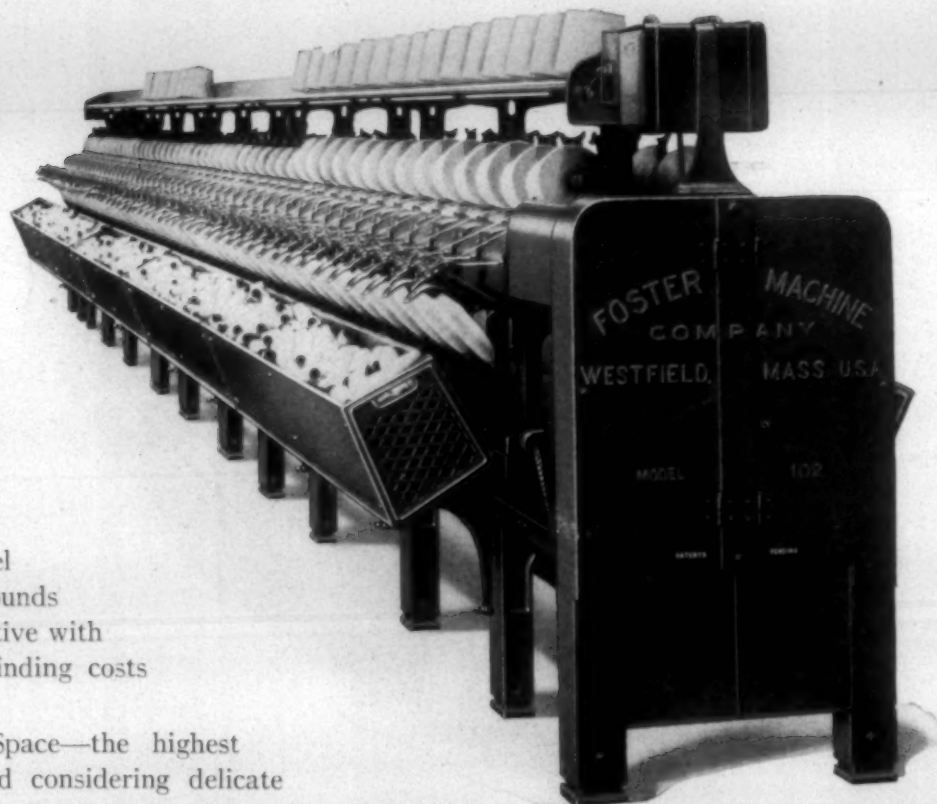
In the Warping Process using the Foster Magazine Cone Creel—free drawing from the cone with exact even tensioning of each strand, eliminating tight and loose warp ends.

High Warping Speed without Stoppage for recreeling.

Each cone empties completely, eliminating stale yarn and waste.

Cones hold up to 4½ pounds of yarn (depending on the density of the material). This is an important item in lowering warping costs.

The Foster Cone Warping System is in operation in Cotton, Worsted, and Woolen Yarn and Weaving Mills.



Foster Machine Company

WESTFIELD, MASSACHUSETTS

John Hill, Southern Representative, Healey Bldg., Atlanta, Ga.

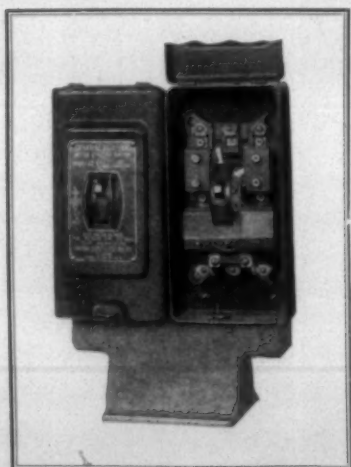
The New G-E LOOM SWITCH

has every feature textile men asked for

A model of the new G-E CR1062-C2 loom motor-starting switch with hand reset thermal overload device, accompanied by a G-E engineer, went "on tour" for inspection and criticism in textile mills. Here it is — embodying every feature required by textile-mill operatives.

Moisture-resisting. Practically dust-tight without packing.

Switch snap-action trips free on overload. Molded handle, operative from front of case, plainly marked for ease in reading, fully protected against mechanical injury.



The new G-E CR1062-C2 loom switch, double-pedestal mounting



The new G-E CR1062-C2 loom switch—single-pedestal mounting—cover easily opened, or firmly locked—easy to wire—dependable



New and improved thermal overload devices in sizes to match motor ratings. Enclosed design allows for effective group fusing with maximum saving in installation costs.

Pedestals available to accommodate either one or two

switches. Arranged so that conduit when locked in place forms ground connection.

Base supporting switch and overload devices can be easily mounted in the reverse position, making line connections direct to terminals at bottom.

Sufficient wiring space to bring in No. 8 line wires with soldered terminals.

Descriptive bulletin GEA1522 gives complete information; your nearest G-E office will send a copy on request.

GENERAL ELECTRIC

SALES AND ENGINEERING SERVICE IN PRINCIPAL CITIES

301-88

I Am Still Rich

(By Roy L. Smith in "The Rotarian")

We have passed through a panic, suffered from a crash on the stock market and are now more than half way through the depression and I am still rich.

It may be true that I have much less to live on than I had a year ago, but it is certainly true that I have just as much as ever to live for. The real values of life are unshaken and solid.

The stock crash cost us much that we never had—paper profits which never got nearer our pockets than the financial pages of the daily papers. The market failed but nothing else did. Prices went down but not one acre lost its fertility and all the electrons, protons, and ether waves went on working in their accustomed ways.

When the depression came I was compelled to take an invoice and soon discovered that I was still rich. All my capacity for the enjoyment of life was intact.

My two-hundred-thousand-dollar eyes are just as good as they ever were. Every landscape and sunset is mine if I want it. Twenty-thousand-dollar scenes and views are added to my collection almost every week. A hundred-thousand-dollar sense of hearing is still unimpaired and by it I become an heir to a world of beauty and inspiration.

Then there's my million-dollar stomach and a half-million-dollar appetite. No doctor has sentenced me to spinach for the rest of my life. Better to have plain food and an appetite than to sit down to a banquet with no appetite. No man can be rich who is compelled to take orders daily from his stomach.

The depression has not lowered the value of a single friendship. Neighbors still greet us in the same old cordial way, business associates believe in us, and our sons hold us in high respect. The wife's welcome at the close of the day has not depreciated in the least and our daughters continue to lavish their affection upon us with the same old extravagance.

My faith in the goodness of the universe is unimpaired. By that faith I am emboldened as I face defeat and despair. The prayers my mother taught me and the faith in God instilled in me by a devout father remain as priceless treasures no depression can touch.

No nation becomes great by becoming rich. Neither does a man find enduring satisfaction in life by owning something—only by becoming something. The most degrading poverty is that which results from killing the spirit that the body may be served.

This depression has cost us some of the things we created but it has robbed us of none of our power to create. We may lose some beautiful things but we have lost no love of the beautiful.

It is a challenge, not a catastrophe. A generation that has conquered the air and sent giant planes circling the globe, which has plunged into the deeps and disported on the ocean's floor, which has climbed above the clouds and dived in the stratosphere, is now faced with the challenge to rise above its dependence on mere things and seek an emancipation of the spirit of man.

The last six months have been for many men a thrilling spiritual adventure through which they have discovered their real wealth. Bereft of dividends and profits they are discovering the sustaining powers of a strong religious faith, the abiding values of courage, heroism, honor, charity, and trustworthiness.

A financial crisis can wipe out profits and bring business

to a standstill but character is beyond its reach. It can rob us of all we have but it cannot affect what we are.

The investments we made in ambitious youth, hospitals, crippled children's camps, colleges, and service institutions go on paying dividends. The deepest satisfactions of life—those which come from sharing and serving—remain secure.

Staple Cotton

(Staple Cotton Review)

THE statistical position of upland or short cotton as compared with long staple cotton grown in the Delta is so at variance that these two varieties of cotton may be considered as entirely different commodities.

The carryover of upland cotton is second to the largest in history, being approximately 9,000,000 bales. The production this season has been estimated at 15,685,000 bales. The most trustworthy estimate for foreign production of cotton of all varieties is placed at 12,500,000 bales. This gives a total of over 37,000,000 bales as the world supply. World consumption last year was approximately 23,000,000 bales and the previous year 25,000,000 bales. No matter how these figures are viewed, the daily result indicates an enormous surplus of short cotton.

The reverse is true of staple cotton. The carryover in the forty-odd compresses in which Delta cotton is accustomed to be stored is less than 40,000 bales. There is no carryover of staples in mill warehouses, except for immediate needs. Foreign cottons in storage in this country are placed at 107,000 bales, and upon excellent advice we understand this total is composed primarily of Indian and Chinese cotton, suitable only for the blanket trade.

With no surplus of staples in Southern concentration points or in mill warehouses, with no stock of staple cotton available from other countries, with a crop in the Delta not exceeding 700,000 bales this season (the most conservative estimates at this time indicate 650,000 bales), with annual shipments of 750,000 bales from the Delta for the past six years, it becomes evident that there not only is no surplus, but an acute shortage in staples apparently exists. Furthermore, consumption of staple cotton in America is increasing. The coarse goods branch of the textile industry has been operating on such an unsatisfactory basis that many mills, in position to do so, are changing their machinery to use long staple cotton in future rather than short cotton which has been used in the past.

With the increased use of staples, with a short crop, and with a low market, there is every reason to anticipate higher premiums as the season progresses.

The cost of Egyptian and other growths of long staple cotton delivered in America, including the 7-cent tariff, is approximately 17 cents a pound. Allowing one cent a pound for difference in spinning value, the net cost is 16 cents. So long as a good grade of average Delta staple cotton can be bought by mills at less than 16 cents, it is the cheapest cotton they can obtain for the construction of fine goods which require long staple cotton.

Last year the average premium on Delta cotton was 125 points. If we add this premium to the present market of, say, 7 cents, Delta cotton would bring this year approximately 8¾ cents. And yet the mill trade cannot be supplied with cotton the equivalent of Delta staples for less than 16 cents a pound. It takes no mathematician to calculate that our Delta cotton is far more valuable than the price at which it is now being sold.

Knitting Trade Notes

Full Fashioned Mills Find Improvement

While the market for full fashioned hosiery is still far from being satisfactory, the mills appear to be gradually approaching a better position. While it is admitted that production has not been wisely adjusted to demand, it is now more in line with the movement of goods and stocks are estimated to be in a somewhat better condition.

Selling agents and mills selling their goods direct to large buyers are rapidly withdrawing their low-end full-fashioned hosiery from sale for the remainder of the year, according to comment among both buyers and sellers.

Some of the goods were priced as low as \$4.50 a dozen. These, with other numbers quoted at \$4.75, \$4.87½, \$5.00, \$5.25, and 5.35, can now be obtained only in spots and with some difficulty. The market, in fact, has shown a decidedly firm tendency during the week.

Numerous inquiries for low-end goods from buyers throughout the country indicate what stress has been placed on numbers to retail from 58 to 79 cents. All this week R. H. Macy & Co., which formerly sold regular goods at a low of 69 cents a pair, had a card on its counters stating that this number must be purchased in lots of four pairs. Macy's move is an indication of the growing scarcity in "price" merchandise.

Whereas two months ago an average buyer could obtain almost any quantity of fashioned goods at or below \$5.50 a dozen, considering the fact that such hosiery is not inspected as carefully as standard numbers, the next two months is expected to witness continued emphasis on better goods ranging up to \$9 a dozen for wholesale buyers. Even at \$5.50 to \$6, the market is short of representative styles, and any buyer placing a large order at this time in that range may have difficulty in getting deliveries on time, if at all. This at least is what some of the buyers themselves report.

Mesh hosiery continues a leader in Christmas orders, and indications are these novelties will hold a foremost position in movement for the next four weeks. Men's half-hose sells actively, but prices are weak; there is some disposition on the part of larger mills to resist downward pressure, and this may bring a firming. Rayon half-hose has advanced slightly, reflecting the advance in yarn prices. Current call is for clocks and small all-over patterns, in medium mixed shades. There is also a fair demand for staples in the dark tones.

Spring Sweaters Lower

Lines of men's sweaters for spring, 1932, were reported opened this week by several mills at reductions averaging 5 to 10 per cent.

The cuts are reported to amount to 50 cents to \$1 on some lines.

Refuse Higher Tariff

An important tariff decision in favor of importers of lisle mesh hosiery has been announced by the Bureau of Customs at Washington. The Bureau refused to change the classification of this type of hosiery so that higher tariff rates would apply.

In a letter addressed to the collector of customs at New York, Frank Dow, acting commissioner of customs takes the position that this hose is being properly taxed at 50 per cent ad valorem, under paragraphs 916 of the tariff act of 1930. Domestic hosiery manufacturers recently petitioned the Treasury officials in Washington, contending for duty at 90 per cent ad valorem, under paragraph 1529 of the 1930 act.

N. C. Hosiery Industry Continues Growth

Raleigh, N. C. — Hosiery manufacturing in North Carolina lived up to its reputation as being the latest growing industry in the State by recording a gain in value of products of 42.5 per cent during the two-year period of 1927 to 1929. This was revealed by 1930 census data, just made public through the State Department of Conservation and Development.

The products of this industry in 1929 were valued at \$75,506,532 as compared with \$52,993,881 in 1927. The hosiery industry thus becomes third in the State in the value of products and second in the number of wage earners and the amount of wages paid.

When measured in the value of products, tobacco manufacture now leads all industries in the State with products valued at well over \$500,000,000 annually. Cotton textiles ranks second with value of products valued at slightly more than \$317,000,000. Furniture is fourth with products valued at \$56,737,489. When measured by number of wage earners, cotton goods leads with 91,844; hosiery is second with 19,670; lumber and timber products third with 17,364; furniture fourth with 15,609, and tobacco fifth with 13,778 workers on the payroll. The same relative rank is maintained when these five industries are grouped according to the amount of wages paid.

The figures give the number of hosiery mills as 142, compared to 117 in 1927. The figures, however, do not properly represent all the hosiery mills in the State, as all plants owned or controlled by a joint corporation are counted as one establishment by the Bureau of the Census.

The number of wage earners in hosiery mills increased from 14,941 in 1927 to 19,670 in 1929; the amount of wages from \$10,389,378 to \$16,118,628; cost of materials, fuel and purchased electric current from \$32,888,567 to \$41,903,304; values added by manufacture from \$20,103,303 to \$33,603,028.

Rayon Market Somewhat Better

Sales of rayon in the knitting field showed further improvement last week, especially to the makers of the cheap lines of fancy hose. Producers report that knitters bought steadily, although few of them were willing to contract far ahead and the majority of orders were for spot and nearby delivery.

It is noted that a number of rayon yarn producers are beginning to restrict production again. The larger plants have been curtailing production steadily for the past several weeks and several of them are now operating on about a 75 per cent basis.

The demand for weaving yarns is not as active as that for knitting yarns. This situation is believed to come

from the recent poor demand for products of the weaving mills rather than to reflect a lack of confidence in yarn prices. The active fall business that was shaping up for converters was lost in latter part of September. Some improvement has developed in the past two weeks, but generally speaking the weavers have not felt the need of increasing their rayon purchases.

Heavyweight Ribbed Underwear Prices Unchanged

No change in prices on heavyweight ribbed underwear for this fall will be made by leading manufacturers during the remainder of the year, according to New York representatives of some of the largest mills.

In sections it has been expected that important producers would place their heavyweight ribs on an at value basis before the end of November.

Bureau of Standards Begins Hose Studies

Washington, D. C.—Two projects having to do with hosiery are under the sponsorship of the National Association of Hosiery and Underwear Manufacturers, according to L. R. Gilbert of the Division of Trade Standards. One relates to standard dimensions of the various part of men's and women's hosiery and the other the wearing quality of hosiery.

Bureau experts are now engaged in measuring various sections of both men's and women's hose that have been submitted by manufacturer members of the National Association. It is the purpose of the Bureau to arrive at average measurements so that scientific specifications can be drawn up for adoption.

Very little has been done so far with respect to the study of the wearing quality of hosiery. Machinery will have to be constructed that will duplicate the wear and tear on hosiery when in actual use. A machine now under consideration will show resistance to rubbing of the toes and heel of hosiery. This test will be applied to a variety of hosiery constructions in order to find out which will stand the most wear. The wearing quality of hosiery, according to the Bureau, depends on the material and workmanship built into it by the manufacturer.

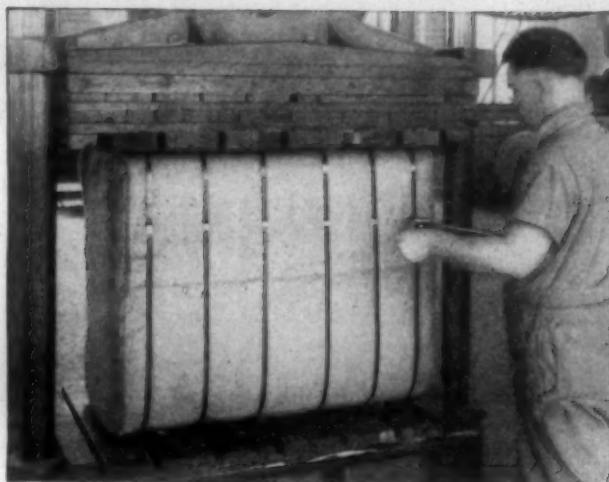
This inquiry is not concerned with wear resultant from ill-fitting hosiery and ill-fitting shoes and garters that do not function properly, of runs resultant from snags or similar causes within the control of the users.

New Reeves Catalog

The Reeves Pulley Company, Columbus, Ind., has just issued their new catalog No. 99, descriptive of the complete line of Reeves variable speed transmissions, including their most modern units and recent developments in variable speed control.

Special attention is called to pages 8-9-10, a 3-page spread showing 16 designs in the extensive Reeves line; Part 2, describing new designs and remote controls; Part 3, automatic speed control by electrical and mechanical means and the many applications of these controls; and Part 5, 20 pages of applications in specific industries, with many illustrations.

Complete and accurate engineering data with charts and diagrams offer valuable assistance to manufacturers in planning practical applications of the Reeves transmission to their own requirements.



Stanley Eversafe -- the name of a better Bale Tie System

Even the most critical executive cannot help admitting the logic of changing to Stanley Eversafe in view of advantages like these:

1. Stanley DS Seals make much stronger joints than any other type of seals.
2. Round Safety Edges and Ends on Stanley Eversafe prevent cuts and scratches and speed up baling operations.
3. Stanley Eversafe Ties "Coiled Double" save just half the time in uncoiling and measuring.
4. The Satin Finish on Stanley Eversafe gives you smooth, clean ties to work with.
5. Made of Stanley Steel, Stanley Eversafe Ties are of uniform gauge and tensile strength to insure the greatest efficiency.

Let us prove to you these statements

THE STANLEY WORKS
New Britain, Conn.

Atlanta Office:

The Stanley Works Sales Co.
552 Murphy Ave., S. W., Atlanta, Ga.

Carolinas Representative:

Horace E. Black
P. O. Box 424 Charlotte, N. C.

Many minor cuts, digs and scratches, generally unreported, slow up tying operations. Round Safety Edges and Ends on Stanley Eversafe Ties prevent such injuries and speed up operations.

Your Firm's Name, Trade Name, Trade Mark, Slogan, Warnings and Special Designs can be had printed continuously on Stanley Colorgraph Ties.

Stanley EVERSAFE Bale Ties and Seals

PERSONAL NEWS

Ernest Buckner has resigned as overseer of cloth room at the Dilling Mills, Kings Mountain, N. C.

A. Frank Bruton has returned to his former position as superintendent of the Dacotah Mills, Lexington, N. C.

Fred Babbington has resigned his position with the Cleveland Cloth Mills, Shelby, N. C., to become overseer of cloth room at the Dilling Mills, Kings Mountain, N. C.

W. S. Dilling, vice-president of the Dilling Mills, Gastonia, N. C., has returned from a business trip to New York. He went by plane from Charlotte.

Lee F. McLemore has succeeded his father, D. W. McLemore, as superintendent of the Davidson Cotton Mills, Davidson, N. C.

Dan W. McLemore, Jr., who has been overseer of carding at the Davidson Cotton Mills, Davidson, N. C., now has charge of both the carding and spinning.

L. Y. Smith has been elected secretary of the American Spinning Company, Greenville, S. C., to succeed the late W. N. Boyd.

Mrs. Lola D. Johnston has been elected assistant secretary of the American Spinning Company, Greenville, S. C.

W. H. Curlee has been promoted from assistant superintendent to superintendent of the Amazon Cotton Mills, Thomasville, N. C.

D. A. Long, Jr., who has been secretary of the Amazon Cotton Mills, Thomasville, N. C., has been made general manager of the company.

Phillip C. Wentworth, treasurer of the National Ring Traveler Company, Providence, R. I., has been on a visit to a number of important Southern mill centers.

J. B. Wright, who recently resigned as superintendent of the Irene Mills, Gaffney, S. C., has been appointed overseer of carding at the Dacotah Mills, Lexington, N. C.

O. L. Wagstaff has resigned as superintendent of the Amazon Mills, Thomasville, N. C., a position which he has filled for the past 20 years. He has not announced his future plans.

W. E. Winchester, of New York, has been elected president of the Judson Mills, Greenville, S. C., succeeding G. H. Milliken. Mr. Winchester is vice-president of Deering, Milliken Company.

D. W. McLemore, who has been superintendent of the Davidson Cotton Mills, Davidson, N. C., has been appointed general superintendent of the Carolina Textile Corporation, at Dillon, S. C. It was incorrectly reported that he would be superintendent of only one of the mills at Dillon.

John H. Cheatham, president and treasurer of the Georgia-Kincaid Mills, Griffin, Ga., has been elected vice-president of the Hightower group of Mills, Thomasville, Ga. He will continue his duties with the several mills at Griffin and Hartwell in which he is interested.

J. Fred Welch and V. G. Brookshire, operating as Welch & Brookshire, with offices at 601 Builders Building, Charlotte, N. C., have recently been appointed district representatives of the Industrial Division of the Gates Rubber Company, Denver, Col. They are in position to furnish complete engineering service on V-belt drives and other textile specialties such as loop pickers, cone belts and other molded cotton parts for textile machinery.

W. R. Coggins, formerly superintendent of the Inverness Mills, Winston-Salem, N. C., has become overseer of spinning and warping at the Dacotah Mills, Lexington, N. C.

Otto Pratt has been appointed South Carolina representative of the National Ring Traveler Company and will make headquarters at Gaffney. He was formerly employed by the company, but later represented Edward H. Best and other companies. He succeeds J. K. Moore who resigned last week.

J. Bruce McCullough, well known in the yarn trade, will on January 1, organize and manage a gray yarns department for the Franklin Process Company and associated companies. The Franklin Process Company's gray yarn department will furnish its customers with a complete yarn service, Mr. McCullough states. It proposes to establish its own standards of quality based upon general consumer demands or requirements.

May Purchase Kinston Mill

KINSTON, N. C.—Local reports indicate that New England mill interests may purchase either the Caswell or Kinston Mills here. Both are idle at this time. Neither plant is equipped for weaving but it is understood that looms will be added if the sale goes through.

Mrs. L. P. Duncan Killed—Mr. Duncan Injured

Inman, S. C.—Mrs. L. P. Duncan, wife of Superintendent L. P. Duncan, of the Inman Mills, was killed and Mr. Duncan severely injured in an automobile accident last Wednesday night. Their car, which was being driven by Mrs. Duncan collided head on with another car near here.

Mr. Duncan is widely known in the textile industry. He is South Carolina chairman of the Spinners' Division of the Southern Textile Association and was to have presided at the meeting in Greenville this week. Reports from the hospital indicate that he was very badly hurt.

OBITUARY

BURKE H. PARKER

Burke H. Parker, Sr., well known cotton merchant of Gastonia, N. C., died at a hospital at Columbia, S. C., where he had been undergoing treatment since suffering a nervous breakdown some weeks ago. He had been in the cotton business in Gastonia for a number of years, was a director in several mill companies, a former director of the First National Bank and a former mayor of Gastonia. He was 52 years of age and is survived by his wife, two sons and three daughters.

Cotton Diplomas

Among the latest and most interesting developments growing out of the use of cotton fabrics for stationery and other printed forms, is the introduction of school and college diplomas engrossed in cotton cloth. According to C. K. Everett, manager of the New Uses Section of the Cotton-Textile Institute, New York City, this new idea has met with favorable reaction in Southern communities particularly where increasing sentiment is found for "all-cotton commencements." In numerous instances girls in the senior classes at both junior and senior high schools have adopted cottons for uniform graduation dresses.

WHO'S WHO

AMONG
TEXTILE SALESMEN

Dennis J. Dunn

Dennis J. Dunn, Southern representative of Thomas Halton's Sons, Philadelphia, Pa., was born in Philadelphia, March 14, 1902. He now resides in Charlotte, N. C., with his wife and two children.



Dennis J. Dunn
Thos. Halton's Sons Co.

He began work with Thomas Halton's Sons, manufacturers of jacquards and loom harness, in 1916, but later entered the Philadelphia Textile School and graduated from that institution. For several years he was employed as jacquard and harness man for the Morrell Mills of Philadelphia, and then he was for three years designer and superintendent for the Kutztown Textile Mills, Kutztown, Pa. The sale of jacquards requires a man who knows designing and fancy weaving and Dennis J. Dunn is peculiarly fitted for that work, as he has manufactured jacquards, graduated from a textile school and served satisfactorily as designer and superintendent of a fancy weave mill. He also has the added advantage of a pleasing personality which makes friends for him.

Francis L. Hill

Francis L. Hill, United States agent of Platt's Metallic Card Clothing Company, was born at Davidson, N. C., March 25, 1894. He resides at Lexington, N. C., and has two children.



Francis L. Hill
Platt's Metallic Card
Clothing Co.

He graduated at Virginia Polytechnic Institute, Blacksburg, Va., and served for a while as machine designer and draftsman for the Covington Machine Company of Covington, Va. During the World War he was Second Lieutenant, First Lieutenant and Captain and saw ten months' service in France. After the war he went to Virginia Polytechnic Institute as instructor in Mathematics and Drawing. From 1920 to 1928 he was assistant superintendent and designer at the Wannonah Cotton Mills, Lexington, N. C., but resigned in 1928 to become sole agent in the United States for Platt's Metallic Card Clothing Company. On account of his energy and personality he has been very successful.

25%

ROVING WASTE REDUCTION /



A. M. Smyre Mfg. Co. of Gastonia, N. C., cleaned bobbins by hand before it installed Termaco Roving Bobbin Cleaners.

Since installing two Termaco machines, it has cleaned bobbins at an operation cost of only \$6.00 a week and has reduced its roving waste 25%.

This mill also reports that now it does not have to re-work roving waste before mixing, and its spinners have more time to spin.

The complete report of A. M. Smyre Mfg. Co. on its Termaco Bobbin Cleaners, and other interesting reports on Termaco machines from other mills, are contained in a "fact book" that every mill executive, whose mill uses roving bobbins, should have.



A copy of the "fact book" will be sent without obligation to any mill executive who is seeking to substantially cut operating costs. Simply write for "Termaco Facts." A copy will be sent promptly.

THE TERRELL MACHINE CO. INC CHARLOTTE, N. C.

General Supply Co., Danielson, Conn., Representatives for N. Y., N. J., Pa., New England States and Canada.

1929 Was a Tough Year

BUSINESS was sick in 1929 and didn't know it. It was burning up with fever. What it mistook for energy was merely overstimulation from its thyroid gland. Towards the end it became delirious.

The automobile industry had been wasting away from a dangerous used-car malady. Instead of calling in the doctor, it tried to pretend that everything was all right. Factories kept on producing more cars than were needed, and dealers sank their capital in basements and back yards full of used cars. Then the industry went to bed and dealers went broke.

After the war there was a shortage of homes, and everybody piled into real estate. Shoestrings were stretched into apartment houses and suburban developments. Land values skyrocketed. Fake loan companies took enormous bonuses for lending money they didn't possess, said loans often being greater than the actual value of the property, and then passed on these fraudulent loans to sucker investors in the form of mortgage bonds. Then the bubble burst.

The installment buying germ got into the business blood, and a vast quantity of merchandise was unloaded on a public that couldn't afford it. Even after the country was hopelessly overstocked with everything, industry kept right on producing. If the old model could no longer be sold, a new model was brought out and everyone was urged to throw away last year's purchase even before the installments on it were cleaned up.

While it lasted, this crazy way of doing business made crazy profits. Hundreds of concerns which were unsoundly financed showed big earnings. Common stocks were unloaded on amateur investors on the expectancy of still greater earnings, although hardly worth the paper on which they were printed.

The general public suddenly grasped the idea that quick fortunes were to be made by dabbling in anything and everything that looked like a common stock, with the result that stocks worth less than nothing bounded upward five to ten points a day. Clerks counted that day lost that didn't net them five hundred to a thousand dollars. With all this easy money coming in, it was natural that suppressed desires should be gratified for mink coats, jewelry, night clubs, travel, double lives, new cars, fine homes, butlers, yachts, fancy clothes, country clubs, and all the other luxuries people plan to buy when they get rich—wherever possible on the installment plan, for most of the profits were fed back to the golden goose for more stock.

Then the fever passed its crisis and business collapsed.

A long period of convalescence followed. The poison was gone, but so were strength and courage and will. The patient took to its wheel chair and gazed with lack-lustre eyes upon a world of busted dreams.

Today, business is in better health than it has been since the world went mad in 1914. It is still wobbly in the knees, but its head is clear and its body is purged. Strength is slowly returning to wasted muscles. Its paunch of piled-up surpluses has disappeared, and honest hunger is bringing back the old fighting courage.

Used cars are about worn out, and the price of new cars has been forced down to a level which does not allow for wild trade-in deals. From now on, there will be a reasonable replacement of cars which will insure the automotive industry's getting its fair share of the nation's income.

Millions have been lost and billions of assets are frozen in real estate, but the property is valuable and the invest-

ment is safer than it would be in some of the securities the New Era Boys were dishing up in 1929.

From a common need there is slowly but surely growing a new conception of international morality.

Stocks of merchandise are low. Shoes wore out first, and the shoe industry is already picking up. The clothing business is due for a big comeback. Eugenies were a break for hat manufacturers.

Our country has just about as much real wealth as it ever had, even though the vision of sudden riches for all of us has passed. We took an awful licking that was coming to us, but it didn't kill us.

The time has come, it seems to us, to put the wheel chair up in the attic and get back on the job. The American people is too virile to go in for neurasthenia. The bolder spirits who always seem to get to the trough first have already snapped out of the morbid fear and cowardice of those despondent days of convalescence. No problem was ever solved by grieving about it.

The sickness of 1929 was a general condition. It hit everyone. There seems to be a widespread belief that prosperity is going to descend on us in the same all-inclusive manner. We doubt that this will happen. Prosperity is on a cash-and-carry basis. You have to go and get it. And those who start now will get first pick. In fact, they may clean out the stock.—From *The Wedge*, published by Batton, Bartow, Durstine & Osborne.

Hunter Reports Large Sales

"As we expected, the Government estimate was a very full one, but proved to have been discounted," says the Hunter Manufacturing & Commission Co. "The action of the cotton market in advancing after its publication, coupled with the advances that were going on in other commodities and in silver, made a decided impression on the minds of buyers and was followed by very heavy buying of print cloths, colored goods and broadcloths for the first quarter of next year. In consequence, our sales for the week have been far in excess of production and it has been the third largest week of the year with us, first place being held by the week of June 26, and second place by the week of February 20. Our total sales so far for 1931 are approximately 20,000,000 yards in excess of our total sales for the full year of 1930.

"No section of the market has shown a more marked comeback than the colored goods, chambrays, denims, plaids, etc., for here our sales have run steadily over 200 per cent of production for the past four weeks.

PRICES DISTURBING

"The buying of print cloths last week for January-February-March was on a basis of $3\frac{3}{8}$ cents for $38\frac{1}{2}$ inch 64/60s which did not leave the mills an atom of leeway and seemed the safest kind of buying, and yet, since then, the same goods have been sold for early delivery at $1\frac{1}{16}$ cents and, possibly, $\frac{1}{8}$ cents less, prices at which the goods cannot be made by any mill in the country from any proper print cloth cotton that they have been able to buy so far. It is hard to say what can be the cause for such sales. Whether they are due to desire to clean up inventories before the end of the year without much regard to price, or doubt about present prices for cotton or fear of increasing print cloth production, we cannot say, but it certainly is not a healthy condition and cannot have a favorable effect on the rest of the market.

"In a general way, narrow sheetings are holding better than print cloths, with the bag trade continuing as the best purchaser.

Now—Bleach to a *Full White* *with less than 3%* *loss in weight*

A survey of the many adaptations of the *Becco* hydrogen peroxide process of bleaching now in use reveals striking economies in both labor and materials. In many instances valuable time is also saved.

Especially attractive is the reduction in weight losses of the fabrics during the bleach. Leading mills report that *Becco* has enabled them to cut this weight loss to as low as 1%. The average loss with *Becco* is never more than 3%. *Compare this saving with other bleaching processes.*

But economy does not stop there. Throughout the *Becco* process, you find a multiplication of savings

that result in worthwhile profits. *Becco*, for example, in many instances eliminates the boil-off in

caustic solutions. Materials bleached in a *Becco* solution do not have to be repeatedly washed afterwards, since it contains no salts. In fact, nearly all the labor of after-processes is eliminated.

And because *Becco* leaves the fabric with a soft, attractive feel, no special treatments for softness are needed.

Let a *Becco* engineer show you how to adapt 100 volume hydrogen peroxide bleaching to your plant. A demonstration places you under no obligation whatsoever, and in no way interferes with plant routine. Write for particulars.

**The *Becco* process
brings increased
sales thru a more
attractive finish to
your fabrics.**



BUFFALO ELECTRO-CHEMICAL CO., INC.

BUFFALO, NEW YORK

BOSTON NEW YORK PHILADELPHIA CHICAGO CHARLOTTE TORONTO MONTREAL

SOUTHERN TEXTILE BULLETIN

Member of

Audit Bureau of Circulations and Associated Business Papers, Inc.
Published Every Thursday By

CLARK PUBLISHING COMPANY

Offices: 118 West Fourth Street, Charlotte, N. C.

DAVID CLARK	Managing Editor
D. H. HILL, JR.	Associate Editor
JUNIUS M. SMITH	Business Manager

SUBSCRIPTION

One year, payable in advance	\$2.00
Other Countries in Postal Union	4.00
Single Copies	.10

Contributions or subjects pertaining to cotton, its manufacture and distribution, are requested. Contributed articles do not necessarily reflect the opinion of the publishers. Items pertaining to new mills, extensions, etc., are solicited.

Paul Blanshard Arrives

About five years ago certain persons in New England, a very limited number we are pleased to say, conceived the idea of reducing the competition of Southern cotton mills by establishing the 48-hour week in Southern States.

Paul Blanshard came direct from New Hampshire to Greensboro, N. C., and a "ways and means" meeting was held in the King Cotton Hotel.

The Greensboro Daily News referred to the meeting as "a conference between sociologists and educators, with Paul Blanshard, of New York, field secretary of the League for Industrial Democracy, leading the discussion."

They named as among those present Broadus Mitchell, of Johns Hopkins University; Miss Louise Leonard, New York; Frank Graham, H. M. Cassidy and G. T. Schwenning, of the University of North Carolina.

Paul Blanshard went to Chapel Hill and secured there some of the material which he used in magazine articles attacking the textile industry of the South.

Paul Blanshard went to Gastonia, N. C., during the Communist strike and wrote several articles attacking the cotton mills of that city.

In the recent address of David Clark at Greensboro, N. C., he had something to say about Paul Blanshard and now we notice the following local press report from Greensboro:

Chapel-goers at North Carolina College for Women will hear two speakers in Aycock auditorium.

Paul Blanshard, lecturer for the League for Industrial Democracy, of New York, will speak to collegians Friday at the assembly hour.

Mr. Blanshard will make several talks at the college during his visit before members of Dr. A. S. Keister's classes in economics.

We will gladly extend the hand of friendship to those who fought on the side of Germany and

Austria during the World War. They fought for their country.

We will never forgive traitors like Paul Blanshard who evaded service in the Army and went about fermenting strikes in an effort to prevent our soldiers from securing needed supplies.

In the Lusk report, of disloyal activities during the War, Vol. 1, Page 947, appears the following item:

Capt. Wright (secret service) testified that organizers of the Amalgamated Textile Workers had been working in Utica some time prior to the strike, holding secret meetings and that the principal agent sent there for that purpose was one Paul Blanshard.

During 1915 Blanshard was a member of the Anti-Enlistment League and sought slacker pledges.

He aided the enemy both by trying to keep men out of the army and by delaying the manufacturers of supplies through fermenting strikes. He rightly belonged in the group of disloyal radicals that our Government shipped to Russia. In November, 1919, he was fined and given 30 days in jail at Utica, N. Y., for inciting strikers to lawlessness.

Lecturing before the Penquin Club in Washington, D. C., Paul Blanshard said, among other things:

I am an American only by accident of birth. I do not believe that I have any moral obligation to stand for America.

We do not believe in class-labor being patriotic. We must honestly try to abolish the superstition of patriotism.

Our hope is in the next generation of workers. We must educate the young. We must peg into the minds of the young while their minds are still plastic.

Our agency in America that is trying to get the students interested in this question is the colleges.

In an article in "The Survey" of October, 1926, Paul Blanshard frankly admits the work that he is doing and the co-operation that he is receiving.

We quote the following extracts from his article:

The most encouraging development of recent years is the identification of the ablest students and the ablest young professors with the insurgent group.

College radicalism grows in the Liberal Club, Round Tables, Students Forum or simply a chapter of the League (League for Industrial Democracy).

The local group aims to be a ferment on the campus, a challenge to undergraduates. It brings in the most provocative speakers available.

Paul Blanshard is field agent for the League for Industrial Democracy alias Intercollegiate Socialist League, whose motto is "Production for use, not for profit."

One of the annual reports of the League says:

Blanshard and Lindsay, Thomas and Laidler, address-

(Continued on Page 19)

ed some 52,000 students in 136 colleges and college conferences from the Atlantic to the Pacific, from Maine to Texas.

We have maintained and increased our editorial news service which now goes to 130 labor, farm and college publications. Directly and through autonomous committees which we have set up, we have co-operated with the Passaic strike and other industrial struggles.

Paul Blanshard is now given an opportunity to sow his seeds of disloyalty, socialism and anarchy in the minds of the young women students of a State owned college.

In order to afford him a better opportunity, Dr. A. S. Keister will present him to his classes in economics.

Blanshard is no authority upon economics but as this apostle of anarchy says:

We must peg into the minds of the young while they are plastic.

Communism At Chapel Hill

A short time ago communist organizers showed up at Burlington, N. C., and made an effort to form an organization in some of the knitting mills.

The knitting mill employees resented their appearance and told them in no uncertain terms to move on.

The communists, probably recalling the fact that the present president of the University of North Carolina, then a professor, had congratulated Miss Nell Battle Lewis, of Raleigh News and Observer, upon her effort to raise funds for the communists at Gastonia, moved over to Chapel Hill and a meeting was held in their honor in Graham Memorial Hall.

It is frequently claimed that such meetings are entirely the activities of students, but we note the following in an account of the meeting:

Dr. E. E. Ericson, Dr. W. B. Sanders, and Lewis Carr contributed ideas to the discussion.

The report also states that it was a very large meeting.

The Burlington (N. C.) Daily News had the following to say relative to the meeting:

As if there was not enough unrest and dissatisfaction in the State of North Carolina, now the University, a State institution, supported by funds from the pockets of the lowly taxpayers, is allowing the communistic party to organize on the Hill. Such an announcement appeared in the Daily Tar Heel Saturday. The announcement declared that members of the party had been invited down from New York to organize and that the organization would take place in the Graham Memorial building.

This organ believes that it is high time that the people of North Carolina called a halt to such rotten goings on as this and similar ones at the State University. Is the State paying its good money into the school in order it may aid and abet social unrest in the way of the organization of a State Communistic party? Sometimes we seriously doubt whether the university turns out products

in proportion to the money that is spent down there. There is a sure thing that they are no force for religion. It is a known fact that many students after having completed several terms come out skeptics in so far as religion and everything else is concerned. Their teachings are such that it leaves the young man a doubter of the first order. He doubts his own parent's teachings. And now they sally forth as a haven for communist, a party that openly opposes our form of government and the teachings of Jesus Christ, a party that smacks strongly of Russia and certainly we would have none of it here within our borders.

The University publication, the Daily Tar Heel, then paid its respects to the citizen of North Carolina who dared criticize the holding a communist meeting in a State owned building, with the following editorial:

We seriously question whether any student wants to be a "product" turned out of an educational factory, by which process he becomes a stereotyped endorser of such demagogues as the editor from Burlington.

The editor of the *Times* digs deep into the storehouse of demagoguery and parades before us the ancient (if not altogether venerable) appeals to the common people, to class prejudice, to fundamentalists, to chauvinists, to section pride and prejudice, and to groups of the same backward unintelligent understanding as his own.

In this year Christ is crucified in his own name again by such bigots as the editor of the Burlington *Times*.

Down at Chapel Hill they use a cry of the right of free speech as a screen for the use of propaganda within class rooms and then get in a rage when some citizen of North Carolina exercises his right of free speech.

Now Using Both Hands

A prominent cotton manufacturer makes the observation that commission merchants found that they could not give away cotton goods fast enough with one hand and are now using both for that purpose and are proving to be ambidextrously adept.

It is certainly true that a very large volume of business is being booked at ruinous and unjustified prices and that in spite of the fact that commission houses know that selling prices can not show their mills a profit, many of them persistently urge them to book the business.

When prices advance many mills are going to find themselves sold so far ahead that they will secure no advantage from advanced prices.

Too Much

In an article, "If I were Dictator," Stuart Chase opens with this diagnosis of present day conditions:

Too Much Wheat and Not Enough Bread!
Too Much Cotton and Not Enough Clothes!
Too many Bricks and Not Enough Houses!
Too Much Drudgery and Not Enough Jobs!
Too Much Goods and Not Enough Money!

SOUTHERN TEXTILE BULLETIN

Member of

Audit Bureau of Circulations and Associated Business Papers, Inc.
Published Every Thursday By

CLARK PUBLISHING COMPANY

Offices: 118 West Fourth Street, Charlotte, N. C.

DAVID CLARK	Managing Editor
D. H. HILL, JR.	Associate Editor
JUNIUS M. SMITH	Business Manager

SUBSCRIPTION

One year, payable in advance	\$2.00
Other Countries in Postal Union	4.00
Single Copies	.10

Contributions or subjects pertaining to cotton, its manufacture and distribution, are requested. Contributed articles do not necessarily reflect the opinion of the publishers. Items pertaining to new mills, extensions, etc., are solicited.

Paul Blanshard Arrives

About five years ago certain persons in New England, a very limited number we are pleased to say, conceived the idea of reducing the competition of Southern cotton mills by establishing the 48-hour week in Southern States.

Paul Blanshard came direct from New Hampshire to Greensboro, N. C., and a "ways and means" meeting was held in the King Cotton Hotel.

The Greensboro Daily News referred to the meeting as "a conference between sociologists and educators, with Paul Blanshard, of New York, field secretary of the League for Industrial Democracy, leading the discussion."

They named as among those present Broadus Mitchell, of Johns Hopkins University; Miss Louise Leonard, New York; Frank Graham, H. M. Cassidy and G. T. Schwenning, of the University of North Carolina.

Paul Blanshard went to Chapel Hill and secured there some of the material which he used in magazine articles attacking the textile industry of the South.

Paul Blanshard went to Gastonia, N. C., during the Communist strike and wrote several articles attacking the cotton mills of that city.

In the recent address of David Clark at Greensboro, N. C., he had something to say about Paul Blanshard and now we notice the following local press report from Greensboro:

Chapel-goers at North Carolina College for Women will hear two speakers in Aycock auditorium.

Paul Blanshard, lecturer for the League for Industrial Democracy, of New York, will speak to collegians Friday at the assembly hour.

Mr. Blanshard will make several talks at the college during his visit before members of Dr. A. S. Keister's classes in economics.

We will gladly extend the hand of friendship to those who fought on the side of Germany and

Austria during the World War. They fought for their country.

We will never forgive traitors like Paul Blanshard who evaded service in the Army and went about fermenting strikes in an effort to prevent our soldiers from securing needed supplies.

In the Lusk report, of disloyal activities during the War, Vol. 1, Page 947, appears the following item:

Capt. Wright (secret service) testified that organizers of the Amalgamated Textile Workers had been working in Utica some time prior to the strike, holding secret meetings and that the principal agent sent there for that purpose was one Paul Blanshard.

During 1915 Blanshard was a member of the Anti-enlistment League and sought slacker pledges.

He aided the enemy both by trying to keep men out of the army and by delaying the manufacturers of supplies through fermenting strikes. He rightly belonged in the group of disloyal radicals that our Government shipped to Russia. In November, 1919, he was fined and given 30 days in jail at Utica, N. Y., for inciting strikers to lawlessness.

Lecturing before the Penquin Club in Washington, D. C., Paul Blanshard said, among other things:

I am an American only by accident of birth. I do not believe that I have any moral obligation to stand for America.

We do not believe in class-labor being patriotic. We must honestly try to abolish the superstition of patriotism.

Our hope is in the next generation of workers. We must educate the young. We must peg into the minds of the young while their minds are still plastic.

Our agency in America that is trying to get the students interested in this question is the colleges.

In an article in "The Survey" of October, 1926, Paul Blanshard frankly admits the work that he is doing and the co-operation that he is receiving.

We quote the following extracts from his article:

The most encouraging development of recent years is the identification of the ablest students and the ablest young professors with the insurgent group.

College radicalism grows in the Liberal Club, Round Tables, Students Forum or simply a chapter of the League (League for Industrial Democracy).

The local group aims to be a ferment on the campus, a challenge to undergraduates. It brings in the most provocative speakers available.

Paul Blanshard is field agent for the League for Industrial Democracy alias Intercollegiate Socialist League, whose motto is "Production for use, not for profit."

One of the annual reports of the League says: Blanshard and Lindsay, Thomas and Laidler, address-

(Continued on Page 19)

ed some 52,000 students in 136 colleges and college conferences from the Atlantic to the Pacific, from Maine to Texas.

We have maintained and increased our editorial news service which now goes to 130 labor, farm and college publications. Directly and through autonomous committees which we have set up, we have co-operated with the Passaic strike and other industrial struggles.

Paul Blanshard is now given an opportunity to sow his seeds of disloyalty, socialism and anarchy in the minds of the young women students of a State owned college.

In order to afford him a better opportunity, Dr. A. S. Keister will present him to his classes in economics.

Blanshard is no authority upon economics but as this apostle of anarchy says:

We must peg into the minds of the young while they are plastic.

Communism At Chapel Hill

A short time ago communist organizers showed up at Burlington, N. C., and made an effort to form an organization in some of the knitting mills.

The knitting mill employees resented their appearance and told them in no uncertain terms to move on.

The communists, probably recalling the fact that the present president of the University of North Carolina, then a professor, had congratulated Miss Nell Battle Lewis, of Raleigh News and Observer, upon her effort to raise funds for the communists at Gastonia, moved over to Chapel Hill and a meeting was held in their honor in Graham Memorial Hall.

It is frequently claimed that such meetings are entirely the activities of students, but we note the following in an account of the meeting:

Dr. E. E. Ericson, Dr. W. B. Sanders, and Lewis Carr contributed ideas to the discussion.

The report also states that it was a very large meeting.

The Burlington (N. C.) Daily News had the following to say relative to the meeting:

As if there was not enough unrest and dissatisfaction in the State of North Carolina, now the University, a State institution, supported by funds from the pockets of the lowly taxpayers, is allowing the communistic party to organize on the Hill. Such an announcement appeared in the Daily Tar Heel Saturday. The announcement declared that members of the party had been invited down from New York to organize and that the organization would take place in the Graham Memorial building.

This organ believes that it is high time that the people of North Carolina called a halt to such rotten goings on as this and similar ones at the State University. Is the State paying its good money into the school in order it may aid and abet social unrest in the way of the organization of a State Communistic party? Sometimes we seriously doubt whether the university turns out products

in proportion to the money that is spent down there. There is a sure thing that they are no force for religion. It is a known fact that many students after having completed several terms come out skeptics in so far as religion and everything else is concerned. Their teachings are such that it leaves the young man a doubter of the first order. He doubts his own parent's teachings. And now they sally forth as a haven for communist, a party that openly opposes our form of government and the teachings of Jesus Christ, a party that smacks strongly of Russia and certainly we would have none of it here within our borders.

The University publication, the Daily Tar Heel, then paid its respects to the citizen of North Carolina who dared criticise the holding a communist meeting in a State owned building, with the following editorial:

We seriously question whether any student wants to be a "product" turned out of an educational factory, by which process he becomes a stereotyped endorser of such demagogues as the editor from Burlington.

The editor of the *Times* digs deep into the storehouse of demagogy and parades before us the ancient (if not altogether venerable) appeals to the common people, to class prejudice, to fundamentalists, to chauvinists, to section pride and prejudice, and to groups of the same backward unintelligent understanding as his own.

In this year Christ is crucified in his own name again by such bigots as the editor of the Burlington *Times*.

Down at Chapel Hill they use a cry of the right of free speech as a screen for the use of propaganda within class rooms and then get in a rage when some citizen of North Carolina exercises his right of free speech.

Now Using Both Hands

A prominent cotton manufacturer makes the observation that commission merchants found that they could not give away cotton goods fast enough with one hand and are now using both for that purpose and are proving to be ambidextrously adept.

It is certainly true that a very large volume of business is being booked at ruinous and unjustified prices and that in spite of the fact that commission houses know that selling prices can not show their mills a profit, many of them persistently urge them to book the business.

When prices advance many mills are going to find themselves sold so far ahead that they will secure no advantage from advanced prices.

Too Much

In an article, "If I were Dictator," Stuart Chase opens with this diagnosis of present day conditions:

Too Much Wheat and Not Enough Bread!
Too Much Cotton and Not Enough Clothes!
Too many Bricks and Not Enough Houses!
Too Much Drudgery and Not Enough Jobs!
Too Much Goods and Not Enough Money!

HAYWOOD, MACKAY & VALENTINE, INC.

Successors to

Cotton Goods Depts. Fred'k Vietor & Achelis

SOUTHERN OFFICE

In Charge of T. Holt Haywood

Reynolds Bldg. Phone 2-3302 Winston-Salem, N. C.

Selling Agents for

COTTON, RAYON AND HOSIERY MILLS

New York Offices: 65-69 Leonard St.

**PRACTICAL
MILL CONSULTANTS**

The Textile Development Co.

Sidney S. Paine, President

1001 Jefferson
Standard Bldg.,
80 Federal St., Boston, Mass. Greensboro, N. C.**Greensboro Loom Reed Co.***Finest Quality Reeds*Charlotte, N. C.
Phone 4255Greensboro, N. C.
Phone 5071**Lockwood Greene Engineers, Inc.***Plans—Specifications—Reports—
Appraisals—for Industrial Plants*NEW YORK
CLEVELAND

BOSTON

CHICAGO
SPARTANBURG**GEO. C. BELL**420 Piedmont Bldg.
Charlotte, N. C.
Phone 3-3805**Mill Engineer and Architect***Plans—Specifications—Reports
Appraisals and Surveys for Industrial Plants*

Fellow American Society Landscape Architects

E. S. DRAPER

1516 E. Fourth Street

Charlotte, N. C.

Consultations, Reports, Designs in the Form of Sketches
or Complete Plans and Specifications, Including Supervision
of Construction for:Town and Industrial Plan-
ning
Subdivision and Residential
Developments
Golf Courses and Country
Club Grounds
School and College GroundsParks and Civic Centers
Cemeteries
Recreational Areas
Institutional Developments
Country Estates
Town Properties

Largest Landscape Organization in the South

MILL NEWS ITEMS

GREENSBORO, N. C. — The Mock-Judson-Voehringer Company, manufacturers of full fashioned hosiery, have purchased an installation of Fletcher twisters through W. A. Kennedy Company, Charlotte.

LEXINGTON, N. C. — The Dacotah Mills, which have been idle for about three months, resumed operations this week. The plant, which was formerly operated on chambrays, will be changed over to fine shirtings and similar fabrics. The mill employs about 200 people when operating fully.

A. Frank Bruton, a former superintendent at Dacotah, has returned to that position.

KANNAPOLIS, N. C. — Construction of a \$50,000 addition to the sheet finishing department of Cannon Mills Company of Kannapolis will be started within the next two weeks, officials announced. The building will be 150 by 200 feet in size and will require the additional employment of 150 workers.

Finishing work to be done in the new department has formerly been done away from Kannapolis.

CHARLOTTE, N. C. — W. A. Kennedy Company reports the sale of Veeder-Root pick counters, hank clocks and special yardage counters to the Burlington Mills, Burlington, N. C.; the Riverdale Mills, Enoree, S. C.; Dan River Mills, Danville, Va., Wade Manufacturing Company, Wadesboro, N. C.; Cartex Mills, Salisbury, N. C.; the Pacific Mills and others.

MARION, N. C. — A large addition to the warehouse of the Marion Manufacturing Company is under construction at the plant in East Marion. The new section will cover an area of 75 by 100 feet, and will be of brick and wood.

Other improvements are also being made at the plant, including the installation of 30 model X Draper looms, according to S. L. Copeland, secretary of the company.

GREENVILLE, S. C. — At the annual meeting of American Spinning Company, D. D. Little and Hugh F. Little were elected to their former places of president-treasurer and assistant treasurer, respectively.

L. Y. Smith was named secretary to succeed the late W. B. Boyd, and Mrs. Lola D. Johnson was elected assistant secretary and cashier.

Members of the board of directors present were: J. E. Sirrine, H. J. Haynesworth, Morris Hadley Lott, B. Balone, F. S. Gedney, D. D. Little and Hugh F. Little.

LANCASTER, S. C. — According to an announcement made by H. R. Rice, secretary of the Lancaster Cotton Mills, there will be a meeting of the stockholders Wednesday, December 2, pursuant to a resolution of the board of directors adopted at a regular meeting, for the purpose of considering such resolution and to authorize the amending of the charter so as to provide that the present par value of the common stock be changed, and to increase the authorized capital stock from \$2,500,000 to a total amount of \$4,500,000 to permit the acquisition of the capital stock of Eureka Cotton Mills and Fort Mill Manufacturing Company, and to fix preferences and liabilities on the new stock to be issued.

MILL NEWS ITEMS

GASTONIA, N. C.—It is reported that the Loray division of the Manville-Jenckes Company has recently received several sizable orders for the early part of 1932. It is stated that during recent weeks there has been a slow but steady increase in the number of operatives employed. The Loray is reported now to be running on about a 30 per cent basis. In normal times, when running full, the mill employs over 2,000 operatives.

SPARTANBURG, S. C.—At the annual meeting of the stockholders and directors of the Laurens (S. C.) Cotton Mills held at the mill offices at Laurens, W. E. Winchester of New York, was added to the directorate to fill a vacancy on the board. Other directors are: G. H. Milliken, H. A. Hatch and Roy Pier of New York; N. B. Dial of Laurens, A. C. Todd of Greenwood and M. L. Smith of Laurens. The directors elected the following officers: N. B. Dial, president; M. L. Smith, treasurer and general manager, and C. M. Burgess, assistant treasurer.

GREENSBORO, N. C.—Construction of a large storage warehouse for raw cotton, with a capacity of 20,000 bales, representing an investment of about \$50,000, began this week by the Proximity Manufacturing Company, operator of the White Oak, Proximity and Revolution Cotton Mills, and the Proximity Print Works. The new structure, which is being built in the yards of the White Oak plant, will contain eight storage compartments, each separated by a brick wall. The warehouse will be 48x108 feet, and is expected to be completed by the last of December.

YORK, S. C.—The Cannon Mill, which throughout the summer has been operating on a four-day per week schedule, has resumed full time schedule, and effective with next week it is said the entire plant will be operating to its full capacity. It is stated that during the restricted months the plant here has never reduced wages. It is reported that the Neely, Lockmore and Travora mills are all running full time for the day shifts but not much night work is being done. The Travora operates a part-time schedule at night during some weeks, but not to the full capacity of the mill.

SPARTANBURG, S. C.—Sale of the property and plant of the Spartanburg unit of the Yarns Corporation of America, together with 200 shares of the stock of the Commercial Rayon Dyeing Company of New York, and 100 shares of the stock of the Unitey Realty Company of Pennsylvania, is ordered for December 7 under a court decree signed by Circuit Judge T. S. Sease.

The order comes as the result of a suit filed by the Central National Bank of Spartanburg as trustee against the Yarns Corporation for collection on a mortgage or deed of trust given by the Yarns Corporation as security for a \$250,000 bond issue. Plaintiff is also awarded judgment in the sum of \$244,000 with interest from September 1, 1931.

The court's decree names Henry J. Blackford as receiver to act as agent for the sale. From the proceeds costs and back taxes are directed to be pro rated among the bondholders.

U-HAVE-SUCCESSFUL

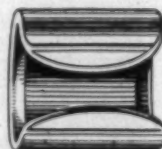
Operating

Spining and Twisting
Departments

when the

Universal Standard RING TRAVELERS

ARE USED



The Bowen Patented Bevel Edge Traveler—accepted as superior to all other makes for all fibres to be spun or twisted—

We extend a free sample. Just mail us a sample of new travelers you are now using and we will duplicate your sample in the Bowen Patented Bevel Edge. Mail them to you, and you will after making comparison — note the marked improvement in your product.



Manufactured Exclusively
by

U. S. Ring Traveler Co.

PROVIDENCE, R. I. GREENVILLE, S. C.

ANTONIO SPENCER

President

AMOS M. BOWEN

Treasurer

Sales Representatives

NEW ENGLAND
MID-ATLANTIC
SOUTHERN

Carl W. Smith
Geo. H. H. Gilligan
Wm. P. Vaughan
Oliver B. Land



A direct WESTERN UNION wire installed in our office, enables us to give exceptional service, in which speedy shipments are so essential.

A Traveler for Every Fibre

MILL NEWS ITEMS

The Yarns Corporation of America owns about seven acres of land in the suburbs of Spartanburg. The local plant has been shut down for some time.

CHARLOTTESVILLE, VA.—Plans have been completed and sent out for bids on an addition to the Charlottesville (Va.) Woolen Mills. The new building will be four stories and basement, brick and steel construction; it will replace several smaller obsolete buildings whose arrangement did not permit a good layout of modern equipment. Machinery from the old buildings will be transferred to the new building.

The Charlottesville Woolen Mills, established in 1868, has an uninterrupted record of successful operation. D. Van Wagenen is president and H. A. Dinwiddie is secretary-treasurer.

Plans for the addition were prepared by Lockwood Greene Engineers, New York, who will also supervise the construction.

LOUDON, TENN.—Charles H. Bacon, president of the Charles H. Bacon Company, hosiery manufacturers, and the board of directors, following a meeting, have decided to construct a full-fashioned hosiery mill here, which, it is said, will mean that the plant that has been operating in Camden, N. J., will be moved here as soon as the building can be erected. It is understood that the industry will furnish employment for approximately 100 operatives.

Weavers Meeting Postponed

Due to a conflict in dates with the North Carolina Cotton Manufacturers Association, the fall meeting of the Weavers' Section of the Southern Textile Association, which was scheduled for December 4th at Greenville, has been postponed.

The exact date for this meeting will be announced later.

Cotton 'Chute

Washington.—Parachute jumpers of the future may balance their lives upon a new cotton cloth instead of the expensive silk fabric now used for emergency leaps.

The Bureau of Standards reported to Secretary Lamont of the Commerce Department, that a special cotton cloth has been developed. The work was done in co-operation with the National Advisory Committee for Aeronautics and has been tested by the military arms of the government.

Widely varied activities during the fiscal year ending June 30 were described.

Testing of building materials, cement, thermometers and radium showed large increases.

The bureau conducted 212,717 tests with a fee value of \$816,979, compared with 200,726 and \$683,614 in 1930.

Carbon-Tetrachloride

The Roessler & Hasslacher Chemical Company has just published a new 28-page booklet, "Carbon-Tetrachloride Properties and Uses."

In this booklet they have compiled all the information they have available on the properties, specifications and commercial application of the non-flammable solvent—carbon tetrachloride. There are other important chapters on toxicity; stability; flash point data of carbon tetrachloride—flammable solvent mixtures; test methods, etc.

It is written in semi-technical style so that it can be easily understood by laymen as well as the chemist or engineer.

Copies of the book will be sent upon request to the company at Niagara Falls, N. Y.

Sloan Warns of Low Prices

President George Sloan of the Cotton-Textile Institute sent a letter on Saturday to the manufacturers of narrow sheetings in which he pointed out that manufacturing margins are close to the smallest in a seven-year period, in spite of an exceptional situation to which he draws attention at a most opportune moment. The letter says:

"The purchases of narrow sheetings during October were larger than for any other month, with one exception, since January, 1928. They were also 27 per cent larger than three-year average for October. Stocks are now at the lowest point in four years. The present sold-ahead position of narrow sheetings, i. e., orders on hand after deduction of stocks, expressed in weeks of current production, is the strongest, with the exception of a single brief period, since January, 1928.

MARGINS SMALLEST IN SEVEN YEARS

"Manufacturing margins for narrow sheetings, in spite

STEEL LOOM AND SECTION BEAM HEADS

We have bought the exclusive manufacturing and sales rights for the ETCHISON PATENTED STEEL LOOM AND SECTION BEAM HEADS formerly manufactured by the West Point Iron Works, West Point, Ga. We are prepared to give prompt service.

STEEL HEADS FOR PERMANENCE.

MORTON MACHINE WORKS

COLUMBUS, GA.

East: JOSEPH BARNES, New Bedford, Mass.; N. C., S. C., Va., and Tenn. Representative: CAROLINA SPECIALTY CO., Charlotte, N. C.

of this exceptional situation, are close to the smallest in a seven-year record.

"In view of the low prices for raw cotton and the manufacturing economies which have been effected, it is not reasonable to expect any further deflation in the cost of cotton goods. Has not the time arrived, therefore, for mills to ask prices that will check the tremendous losses they are now suffering? Is there any justification for acceptance of future business at prices substantially below cost? Surely such practices prevent the industry from realizing the logical benefits of low costs with accompanying heavy demand.

"It would be natural to expect that a heavy increase in demand together with a large accumulation of unfilled orders and a reduction in stocks would bring about a strengthening of prices. It is evident, however, that no advantage has been taken of this situation. In accepting future business mills have continued to allow buyers to dictate prices in the face of every statistical reason for a sellers' market with a fair profit. Unless the mill executives and their selling agents offer a greater resistance to this constant draining of mill assets, we can see nothing ahead but continued market demoralization.

"The present statistical situation demands, as never before, an aggressive demonstration of 'a will to a profit.'"

English Mills Run Full Time

Manchester, Eng.—The conflict between Japan and China in Manchuria has eased the plight of Lancashire textile workers. It has been the largest factor in providing 40,000 mill workers with jobs and in putting 500,000 others on full time instead of part time.

These benefits resulted from the Chinese boycott which has virtually stopped importations of cotton into China from Japan.

The upswing in the textile district has led the way for the rest of Great Britain. Unemployment has decreased steadily since early last month, largely because of the revival of cotton.

Reports are that cotton sales have jumped 100 per cent. Mills running at 40 per cent capacity in August and September now are operating 75 per cent or better. At least 20 mills, some of which have been closed four years, are running again.

Two factors in addition to what is happening in China are contributing to the revival. When Britain went off the gold standard it became a good place to buy; and the purchasing power of silver has increased recently, bringing with it an increase in China's power to buy.

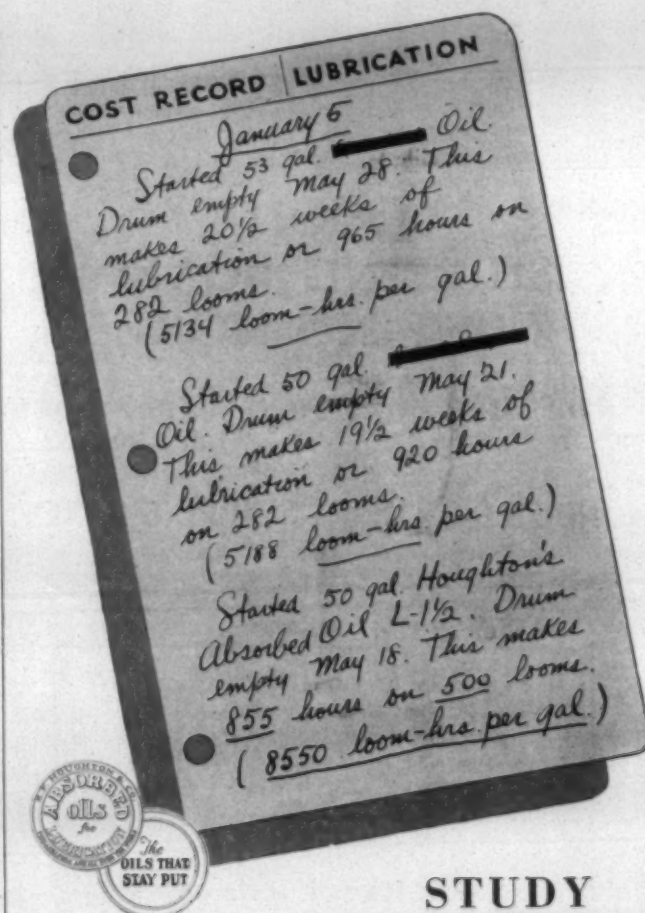
In 1913 Britain sold 10 times as much cotton in China as did Japan, but by 1930 the comparison was the other way around. Sales of British cotton to China dropped from 587,000,000 yards to 69,000,000 in those 17 years, and textile experts said the nation never would regain the China trade.

Terrell Machine Co. to Handle Shuttle Truing Machine

The Terrell Machine Company, of Charlotte, manufacturers and distributors of textile equipment, has been appointed Southern sales agent for the Universal shuttle truing machine. The machine is manufactured in Switzerland by Staubli Bros., and is distributed in the United States by Henry Tschudy, textile engineer of Boston.



a PAGE from the BOSS-WEAVER'S NOTE-BOOK



STUDY THESE FIGURES

They show that HOUGHTON'S ABSORBED OIL . . . provided 65% more loom-hours per gallon than either competitive oil . . . lowered the lubrication cost about 30%.

Moreover, seconds caused by drip were entirely eliminated. The Absorbed Oil "stayed put"; it did not leak from the bearings and stain the costly fabrics.

Ask the Houghton Man to select the correct grade for your conditions.

E. F. HOUGHTON & Co.

PHILADELPHIA - CHICAGO - DETROIT

And All Over the World



H. & D. Package
Engineers
Know "Boxes"

GOOD SHIPPING BOXES COST NO MORE

The Hinde & Dauch Paper Co.

P. O. BOX 1538

RICHMOND, VA.

L. F. POWELL, Mgr.

HINDE & DAUCH *corrugated fibre* SHIPPING BOXES

In Philadelphia Your Choice Should Be

THE HOTEL MAJESTIC

BROAD ST. AND GIRARD AVE.
PHILADELPHIA

400 LARGE ROOMS

\$2.00
DAILY

Single, with running water
\$3.00 single, with private bath
\$5.00 double, with private bath

5 minutes from City Hall,
Penna. Terminal and down-
town business section by
subway with direct en-
trance to hotel.
Garage Connected with
Hotel.

WIRE AT OUR EXPENSE
for RESERVATIONS!

JNO C GOSSLER
Mgr. Gen.

Big Dividends Paid By Japan Spinners

Yokohama.—Results of Japanese spinning for the first six months of this year compare very favorably with those for the previous half year and the total profit realized by 61 companies associated with the Japan Cotton Spinners' Association for the period under review is put at 21,793,000 yen showing an increase over the second six months of 1930, according to an official report just issued.

While 38 businesses showed losses for the second six months of last year, for the first six months of this year only two, the Tokai Spinning and the Chuō Spinning, both new mills established during the period, showed losses. The remaining 59 mills are yielding profits.

SURPLUS TO DEPRECIATION

The average dividend rate for the period under review is 8.4 per cent against 7.6 per cent for the previous term and seven companies declared a dividend more than 10 per cent per annum, including the 25 per cent of the Kanegafuchi, 20 of the Toyo, 15 of the Kishiwada, 12 of the Naigaimen and 10 per cent each by the Dai Nippon, the Nishin and the Izumo. Details of assets of the 61 concerns for the first six months, as compared with the term before, are:

	First half, 1931 (In thousand yen)	Compared with second half, 1930 (In thousand yen)
Number of concerns	61	— 1
Authorized capitalization	514,664	— 4,325
Subscribed capitalization	384,827	— 869
Reserves	239,429	— 9,170
Debentures and loans	120,799	— 2,393
Fixed assets	569,872	+ 4,153
Depreciation for fixed assets	8,573	+ 5,271
Balance brought forward	26,359	— 1,329
Profit for the term	21,793	+ 25,432
Dividend for the term	16,163	+ 1,423
Funds set aside for reserves	2,623	+ 1,254
Balance carried forward	29,354	+ 8,898
Average dividend rate	8.4%	+ .8%

During the last term all companies devoted their surplus to depreciation for their fixed assets, the depreciation funds amounting to 8,573,000 yen, more than double the 3,708,000 yen for the first half and the 3,302,000 yen for the second half of 1930.

COSTS REDUCED

The reasons for the improved condition are various. The demand and supply relation improved markedly by continuous enforcement of curtailment. A decline of the production cost through industrial rationalization is another reason. No customs tariff revisions were made by foreign countries as they were last year, and the subsidizing of boycott movements against Japanese cotton articles in British India and other markets also helped.

Japanese cotton products lost much ground in China for the first six months of this year, but regained lost ground in other countries. Exports for the first six months amounted to 700,804,000 yards, showing a 14 per cent decline, or 115,136,000 yards, from the year before and a 19 per cent drop, or 170,724,000 yards from the same period two years ago. The countries of distribution and the amount of export, in millions of yards, compared with the same period last year, follow:

	First half, 1930	First half, 1931
	Exports	Exports
China	262	154
Hongkong	47	33
British India	255	189
Dutch Indies	81	88
	%	%
China	32.2	22.0
Hongkong	5.9	4.8
British India	31.4	27.1
Dutch Indies	10.0	12.7

Egypt	43	5.3	59	8.5
Others	124	15.2	174	24.9
Total	814	100.0	700	100.0

In the foregoing table, the remarkable drop of demand in China and a considerable growth of consumption in Egypt and other new markets, deserve special notice. The spinning industry in China, both by Chinese and Japanese industrialists, has made rapid developments in recent years. Spindles installed in Chinese mills are increasing yearly, especially those run der Japanese management. New markets for Japanese goods are Africa, the New East, Arabia, Persia, the Straits Settlements, the Philippines, Australia, Chile and Argentina.—Daily News Record.

Cotton Consumption Higher

Cotton consumed during October was reported by the Census Bureau to have been 462,025 bales of lint and 61,243 of linters, compared with 463,704 of lint and 63,866 of linters in September this year and 443,284 of lint and 66,165 of linters in October last year.

Cotton on hand October 31 was held as follows:

In consuming establishments, 1,115,793 bales of lint and 197,821 of linters, compared with 775,523 and 202,523 on September 30, this year, and 1,354,574 and 211,735 on October 31, last year.

In public storage and at compresses, 9,449,987 bales of lint and 39,878 of linters, compared with 6,296,546 and 38,820 on September 30, this year, and 7,474,299 and 71,042 on October 31, last year.

Imports during October totaled 2,636 bales, compared with 5,426 in September, this year, and 1,747 in October last year.

Exports for October totaled 1,014,180 bales of lint and 9,529 of linters, compared with 588,192 and 4,331 for September, this year, and 1,004,120 and 13,875 for October, last year.

Cotton spindles active during October numbered 25,188,112, compared with 25,236,916 in September, this year, and 25,720,504 in October, last year.

Predict Smaller Foreign Cotton Crop

Washington, D. C.—Although the United States cotton crop this season promises to be larger than in any year in history except 1926, production in major foreign cotton growing countries this season will be about 600,000 bales lower than in 1930-31, according to information made public by the Department of Agriculture.

The latest available information regarding the outlook in the six foreign production countries considered most important is summarized by the departments as follows:

"Acreage planted in India to October 1 was 4.2 per cent below acreage to that date last year. While crop conditions generally seem about the same as last year, ginning reports from the Punjab indicate lower yields for that province. During the past five years, plantings to October 1 have averaged 83.9 per cent of the total acreage and have ranged between 80.2 and 88.9 per cent.

"A recent report of the International Institute of Agriculture states that Russian cotton production in 1930-31 amounted to 1,600,000 bales, in contrast with the former figure of 2,050,000 bales reported by Russian agencies and carried by the Institute. As yet, however, we have not succeeded in checking this revision sufficiently to warrant our accepting it as more reliable than our previously published figure of 1,850,000 bales."

SUPERINTENDENTS AND OVERSEERS

We wish to obtain a complete list of the superintendents and overseers of every cotton mill in the South. Please fill in the enclosed blank and send it to us.

_____, 193____

Name of Mill _____

Town _____

Spinning Spindles _____ Looms _____

Superintendent _____

Carder _____

Spinner _____

Weaver _____

Cloth Room _____

Dyer _____

Master Mechanic _____

Recent changes _____

COLORED AND NOVELTY YARNS

4's to 20's single and ply in any twist; direct, developed, sulphur or indanthrene dyeings; solid colors, heather mixtures, black and white, also nubs, flakes, ratines.

OF THE HIGHEST QUALITY

Manufactured by

Lavonia Manufacturing Co.

Lavonia, Georgia

CLINTON STARCHES

FOR ALL TEXTILE PURPOSES

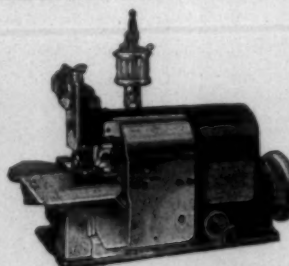
Manufactured by

CLINTON CORN SYRUP REFINING COMPANY

CLINTON, IOWA

QUALITY

SERVICE



MERROW

Trade Mark
Reg. U. S. Pat. Off.

High speed trimming and overseaming, overedging, plain crochet and shell stitch machines for use on knitted and woven goods of all kinds.

Let us demonstrate on your fabrics work of styles 60 ABB and 60 D3B machines for flat butted seaming ends of piece goods to facilitate subsequent processing.

THE MERROW MACHINE COMPANY

8 LAUREL ST., HARTFORD, CONN.

State College Adds New Textile Equipment

John T. Hilton, Associate Professor of Yarn Manufacturing, said today that the Textile School of North Carolina State College now has one of the best equipped laboratories in America for conducting spinning tests, as it has just completed the installation of a Howard & Bullough spinning frame fitted up with the High Roller Draft system of long draft spinning, recently developed by this company. Power for this frame is supplied by a Reeves Variable Speed Drive with which it is possible to secure spindle speeds ranging from 8,000 to 14,000 revolutions per minute. This is said to be a new development, as it is probably the first time that a Reeves Drive has been applied to a spinning frame.

Last spring the Whitin Machine Works installed in the Textile School a new spinning frame equipped with the latest Casablanca system of long draft spinning, and the Saco-Lowell Company supplied additional apparatus for the spinning frame equipped with the Saco-Lowell Roth Better Drafting system so as to make their system of long draft spinning thoroughly up to date.

**SPINNING RING SPECIALISTS
FOR MORE THAN FIFTY YEARS**

**SPINNING RINGS
TWISTER RINGS
SILK RINGS**



**DIAMOND FINISH
TRAVELLER CLEANERS
TRAVELLER CUPS
GUIDE WIRE SETS**

**WHITINSVILLE
SPINNING RING CO.
WHITINSVILLE, MASS.**

WANTED—In a short time, cloth room overseer or second hand familiar with work in a dyeing and finishing plant. H. A. W., care Southern Textile Bulletin.

RODNEY HUNT

**Textile Wet Finishing Machinery
Water Power Equipment
Rolls—Wood, Metal, Rubber**

**RODNEY HUNT MACHINE COMPANY
33 MILL STREET ORANGE, MASS.**

INDEX TO ADVERTISERS

Where a — appears opposite a name it indicates that the advertisement does not appear in this issue.

	Page		Page
-A-		-P-	
Abington Textile Machinery Works.....	—	Parks-Cramer Co.....	—
Akron Belting Co.....	—	Perkins, B. F. & Son, Inc.....	—
Aktivin Corp.....	—	Platt's Metallic Card Clothing Co.....	27
American Moistening Co.....	—	Puro Sanitary Drinking Fountain Co.....	—
Arabol Mfg. Co.....	—	-R-	
Arnold, Hoffman & Co.....	—	Rhoads, J. E. & Sons.....	—
Ashworth Bros.....	—	Rice Dobby Chain Co.....	36
Associated Business Papers, Inc.....	35	Rockweave Mills.....	—
-B-		Roy, B. S. & Son.....	—
Bahnsen Co.....	—	Royle, John & Sons.....	—
Baily, Joshua L. & Co.....	28	-S-	
Barber-Colman Co.....	29	Saco-Lowell Shops.....	—
Barkley Machine Works.....	—	Sargent's, C. G. Sons Corp.....	36
Bell, George C.....	20	Seacoard Ry.....	—
Billington, Jas. H. Co.....	—	Seydel Chemical Co.....	36
Borne, Strymer Co.....	—	Seydel-Woolley Co.....	—
Briggs-Shaffner Co.....	—	Shanbow Shuttle Co.....	—
Brown, D. P. & Co.....	—	Simp-Eastwood Corp.....	—
Buffalo Electro Chemical Co., Inc.....	17	Sirrine, J. E. & Co.....	—
Butterworth, H. W. & Sons Co.....	—	S K F Industries.....	—
-C-		Solvay Sales Corp.....	—
Callaway Mills, Inc.....	—	Sonoco Products.....	—
Campbell, John & Co.....	—	Southern Ry.....	31-34
Carolina Sporting Goods Co.....	—	Southern Spindle & Flyer Co.....	—
Celanese Corp. of America.....	—	Stanley Works.....	13
Charlotte Leather Belting Co.....	—	Steel Heddle Mfg. Co.....	Colored Insert
Ciba Co., Inc.....	—	Stein, Hall & Co.....	—
Clark Publishing Co.....	—	Stevens, J. P. & Co., Inc.....	28
Clinton Corn Syrup Refining Co.....	25	-T-	
Corn Products Refining Co.....	—	Terrell Machine Co.....	15
Cotton-Textile Institute, Inc.....	—	Textile Development Co.....	20
Crompton & Knowles Loom Works.....	—	Textile Finishing Machinery Co.....	—
Curran & Barry.....	28	-U-	
-D-		U. S. Ring Traveler Co.....	21
Dary Ring Traveler Co.....	27	Universal Winding Co.....	29
Deering, Milliken & Co., Inc.....	28	-V-	
Dixie Spindle & Flyer Co.....	—	Veeder-Root, Inc.....	—
Dixon Lubricating Saddle Co.....	27	Victor Ring Traveler Co.....	—
Drake Corp.....	36	Viscose Co.....	4
Draper, E. S.....	20	Vogel, Joseph A. Co.....	—
Draper Corporation.....	Colored Insert	-W-	
Dronfield Bros.....	—	Waltham Watch Co.....	—
DuPont de Nemours, E. I. & Co.....	—	Washburn Printing Co.....	36
DuPont Rayon Co.....	—	Wellington, Sears & Co.....	28
Durene Association.....	—	Whitin Machine Works.....	3
-E-		Whitinsville Spinning Ring Co.....	26
Eaton, Paul B.....	26	Wickwire-Spencer Steel Co.....	—
Eclipse Textile Devices, Inc.....	—	Woodward, Baldwin & Co.....	28
Economy Baler Co.....	—		
Emmons Loom Harness Co.....	—		
Enka, American.....	—		
-F-			
Fafnir Bearing Co.....	—		
Fidelity Machine Co.....	—		
Ford, J. B. Co.....	—		
Foster Machine Co.....	Insert		
Franklin Process Co.....	—		
-G-			
Garland Mfg. Co.....	—		
Gastonia Brush Co.....	27		
General Dyestuff Corp.....	—		
General Electric Co.....	Insert		
General Electric Vapor Lamp Co.....	—		
Gill Leather Co.....	26		
Greensboro Loom Reed Co.....	20		
-H-			
Halton's, Thomas Sons.....	Colored Insert		
Hart Products Corp.....	—		
Haywood, Mackay & Valentine, Inc.....	20		
Hermas Machine Co.....	—		
H & B American Machine Co.....	2		
Hinde & Dauch Paper Co.....	24		
Houghton, E. F. & Co.....	23		
Howard Bros. Mfg. Co.....	—		
Howard-Hickory Co.....	—		
Hunt, Rodney, Machine Co.....	26		
Hyatt Roller Bearing Co.....	—		
-J-			
Johnson, Chas. B.....	—		
-K-			
Kaumagraph Co.....	—		
Keever Starch Co.....	—		
-L-			
Lavonia Mfg. Co.....	25		
Lawrence, A. C. Leather Co.....	—		
Lockwood Greene Engineers, Inc.....	20		
-M-			
Majestic Hotel.....	24		
Manhattan Rubber Mfg. Div. of Ray- bestos-Manhattan, Inc., The.....	1		
Marston, Jno. P. Co.....	—		
Mathieson Alkali Works.....	—		
Mauney Steel Co.....	—		
Marrow Machine Co.....	25		
Morton Machine Works.....	22		
-N-			
National Aniline & Chemical Co.....	—		
National Ring Traveler Co.....	29		
Newport Chemical Works, Inc.....	—		
(Colored Insert)			
N. Y. & N. J. Lubricant Co.....	—		
-O-			
Oakite Products, Inc.....	—		

GILL LEATHER

**MAKES MORE PROFIT
GIVES BETTER YARN
FEWER BREAKS, and
FASTER PRODUCTION**

Southern Representatives:
Edgar Gossett, Greenville, S. C.
Hamm & Kieby, Gastonia, N. C.
Benton C. Plowden, Griffin, Ga.

**GILL LEATHER CO.
SALEM, MASS.**

PATENTS

Trade-marks, Copyrights
A former member of the Examining
Corps in the United States Patent
Office.

PAUL B. EATON

Registered Patent Attorney
Offices: 1408-T Johnston Bldg.
Charlotte, N. C. Phone 7797
941 Munsey Building
Washington, D. C.
Also Winston-Salem, N. C.

Everybody's Business

(Continued from Page 10)

Pressure must be brought to bear upon public authorities and others to remove the "red tape" that is now holding up hundreds of projects. Jobs must no longer be delayed by a too meticulous reading of statutory limitations, and all perfunctory requirements specifying that certain periods of time must elapse between initial proposals and final approval must either be removed or temporarily disregarded. The cumulative effect of a multitude of such senseless obstacles has retarded the commencement of many important developments, thereby lengthening the depression.

The white-collar workers deserve primary consideration. The men and women of this class are unorganized, and therefore are unable to take advantage of facilities which other workers employ with much benefit to themselves. Because of their lack of leadership, these citizens have not shared fairly in the relief measures already taken. Employers everywhere should do all possible to readjust their forces so that at least some part-time work may be provided in stores, offices and banks.

The large number of jobs disclosed in communities where the local citizens have made surveys of all job-creating possibilities, indicates the desirability of having similar studies carried on in every town and city. Such an effort is bound to uncover a great amount of sustained employment.

Everywhere there should be an energetic campaign for the modernization and repair of public and private facilities and structures. Such a movement is certain to produce much work in a great number of cities and towns. Communities should be divided by districts, or even by blocks, and the surveys should be made and financed on that basis. Wide-awake relief committees may succeed in getting prompt action upon long delayed or newly adopted programs for civic improvement and beautification.

Although the farmers have been hit hard by abnormally low prices for their products, they are showing a marvelous spirit of co-operation, and are offering temporary homes for the unemployed on thousands of farms. In some cases these offers of assistance go so far as to include moderate cash compensations, in addition to room and board, for those who are efficient and willing. Sub-committees should be created throughout the country to make contacts with farm bureaus, granges and other agricultural bodies. The result will be that an army of city workers will in this way safeguard themselves and their families from want and misery the coming cold months by moving to rural sections.

Absentee owners of farms in many places have declared a willingness to turn over homes and acreage, with adequate supplies for the winter, just to be assured of proper tenancy and guardianship of their properties. The large amount of essential improvement work on American farms that has been postponed in recent years because of lack of cash for wages may now be undertaken.

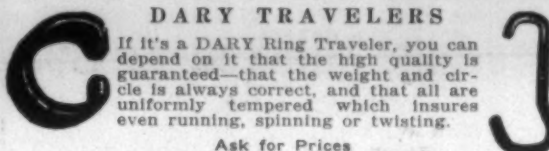
Here, in brief, is the essence of a carefully prepared discussion of the most vital problems now confronting the nation. We cannot be happy or prosperous if millions of our people continue without work. Therefore, each of us should regard this matter as our own personal business and should do all possible to co-operate with the President's committee in promoting employment.

In a time of crisis one must act with speed and decision. It is no moment for lazy complacency, pointless arguments and a policy of passing the buck.



Dixon's Patent Reversible and Locking in Back Saddle with New Oiling Device three Saddles in one, also Dixon's Patent Round Head Stirrup.

Send for samples
DIXON LUBRICATING SADDLE CO.
Bristol, R. I.



DARY TRAVELERS

If it's a DARY Ring Traveler, you can depend on it that the high quality is guaranteed—that the weight and circle is always correct, and that all are uniformly tempered which insures even running, spinning or twisting.

Ask for Prices

DARY RING TRAVELER COMPANY

311 Somerset Ave. Fred H. Dary, Mgr. Taunton, Mass.
JOHN E. HUMPHRIES Sou. Agents CHAS. L. ASHLEY
P. O. Box 843 Greenville, S. C. P. O. Box 720 Atlanta, Ga.

PLATT'S METALLIC CARD CLOTHING

—Patented in all important Countries—

For

WORSTED, COTTON AND WOOLEN CARDS

Write for particulars of our new metallic card clothing doing away with grinding and stripping, giving a greater output, a stronger thread, and more regularity, etc. It pays for itself in a very short time.

Platt's Metallic Card Clothing Co.

P. O. Box 407, Lexington, N. C.



Manufacturers and Repairers of COTTON MILL BRUSHES

Write for Prices and Estimates.

GASTONIA BRUSH CO.

Gastonia, N. C.

Do You Have a Vacancy That You Wish to Fill?

Get Your Man!

Through A

Classified Ad

In The

Southern Textile Bulletin

SELLING AGENTS *for* SOUTHERN COTTON GOODS

Deering, Milliken & Co.

Incorporated

79-83 Leonard Street

New York

99 Chauncey St., Boston 223 Jackson Blvd., Chicago

WOODWARD, BALDWIN & CO.

Established 1828

43 and 45 WORTH STREET, NEW YORK

Selling Agents for

SOUTHERN COTTON MILLS

Baltimore	Atlanta	Chicago	Cincinnati
St. Louis	Boston	Philadelphia	Los Angeles
St. Paul	Havana, Cuba	Quebec, Canada	

Wellington, Sears & Company

93 Franklin St., Boston

65 Worth St., New York

Philadelphia

Chicago

Atlanta

New Orleans

San Francisco

CURRAN & BARRY

320 Broadway

New York, N. Y.

DOMESTIC

EXPORT

MERCHANDISING

JOSHUA L. BAILY & Co.

COTTON GOODS

New York.—Trade in gray goods was more active through the greater part of last week and sales were in excess of production. A number of large contracts running through the first quarter of next year were reported. Prices were unsteady and at the close of the week print cloths showed a decline of $\frac{1}{8}$ -cent a yard. Contract prices on 38-inch, 64x60s were on a basis of 38 cents, the lowest contract price of the year.

The demand for sheetings continued on an improved basis and prices held unchanged. Sales by a number of sheeting mills have shown a good gain in the past ten days and manufacturers expressed encouragement over the better situation. Sales of colored goods have been holding well and these goods are well sold through the rest of the year and in some cases into next year.

Standard branded bleached cottons were reduced 1 cent a yard during the week. Printed percales have been selling at low prices to the cutting trade. The wash goods business is below the average for this season of the year. Sheets and pillow cases are moving in fair volume on past orders, but new business is developing slowly.

In fine goods, business was generally light in the all cotton constructions. Although slight improvement was noted in rayon mixtures and in all rayon crepes. Mill curtailment has resulted in a further reduction of stocks which are estimated to be mills stocks on fine and fancy goods are lower now than they were a year ago. Large sales of rayon crepes were reported early in the week, but business was less active on Saturday.

There was a fair demand for carded broadcloths although the volume of business handled did not reach the large sales noted several weeks ago. Many broadcloth mills are well sold up for some weeks to come. Prices on these goods were unchanged from the previous week.

Prices were quoted as follows:

Print cloths, 28-in., 64x60s	2 11/16
Print cloths, 27-in., 64x60s	2 9/16
Gray goods, 38½-in., 64x60s	3 1/2
Gray goods, 39-in., 68x72s	3 15/16
Gray goods, 39-in., 80x80s	5 1/8
Brown sheetings, 3-yard	5 1/4
Brown sheetings, standard	5 5/8
Brown sheetings, 4-yard, 56-60s	5
Tickings, 8-ounce	13
Denims	9 1/2
Dress gingham	10 1/2-12
Standard prints	7
Staple gingham	7 1/2

Constructive Selling Agents
for
Southern Cotton Mills

J. P. STEVENS & CO., Inc.

44 Leonard St.
New York City

YARN MARKET

Philadelphia, Pa.—Sales of yarns have been holding up well and some very good business has been handled. Prices were firm during last week and consumers who were seeking lower prices generally found that spinners were not willing to make concessions. Knitters continued to be good buyers, although some of the larger consumers have covered their needs for some time to come and were not active buyers last week.

Recent sale of underwear yarns have reached very good totals. The business included some very good contracts for delivery during the first quarter of next year. Manufacturers of heavyweight underwear have been especially good buyers. Many yarn men here think that business during November will be as large as that handled in the latter part of October.

Firmness in price among sale yarn spinners is becoming more evident, according to local sellers, who claim that many spinners have already booked sufficient low priced business to protect their present rate of operation for four to eight weeks ahead, leaving them free to try to get some profit out of additional orders they may be able to book between now and the end of the year.

Another reason for firmness among sale yarn mills, dealers explain, is that the period of heaviest marketing of cotton has passed, the daily average now being about 150,000 bales, as compared with an average per day of 275,000 bales during the heaviest marketing weeks. Spinners report they find sources of supply, at prices which will not permit them to accept yarn orders at the low rates which prevailed recently.

A number of contracts of more than 100,000 pounds each have been made in recent weeks in these yarns and several of slightly smaller size were completed the this week. At the present time sales of this nature are fewer. It is believed that buyers will come into market again in volume later this week because of the bullish action of cotton and, to a lesser extent, of yarns immediately following the crop report.

Weaving yarns were duller and prices have not advanced in keeping with raw cotton.

Southern Single Warps	
10s	14
12s	16
16s	16
20s	16½
26s	19½
30s	20
Southern Two-Ply Chain Warps	
8s	14
10s	14½
12s	16
16s	16
20s	16½
24s	18½
30s	20
36s	26
40s	27
Southern Single Skeins	
8s	13½
10s	14
12s	14½
14s	15
16s	15½
20s	16½
24s	18½
26s	19½
Southern Two-Ply Skeins	
8s	14
10s	14½
12s	15
14s	15½
16s	16
20s	16½
24s	18½
26s	19½

30s	20
40s	27
Duck Yarns, 3, 4 and 6-ply	
8s	14½
12s	15
16s	15½
20s	16½
26s	17½
Carpet Yarns	
Tinged Carpet, 8s, 3 and 4-ply	13
White Carpet, 8s, 3 and 4-ply	14
Colored Strips, 8s, 3 and 6-ply	14½
Part Waste Insulating Yarn	
8s, 1-ply	12½
8s, 2, 3 and 4-ply	12½
10s, 1-ply and 3-ply	13½
12s, 2-ply	13½
16s, 2-ply	15
20s, 2-ply	16½
26s, 2-ply	18
30s, 2-ply	20
Southern Frame Cones	
8s	13½
10s	14
12s	14½
16s	15
18s	16
20s	16½
22s	17
24s	18½
26s	19½
28s	19½
30s	20½

WENTWORTH

Double Duty Travelers

Last Longer, Make Stronger Yarn, Run Clear, Preserve the SPINNING RING. The greatest improvement entering the spinning room since the advent of the HIGH SPEED SPINDLE.

Manufactured only by the

National Ring Traveler Co.

Providence, R. I.

31 W. First Street, Charlotte, N. C.

Reg. U. S. P. O.



WINDING MACHINERY

For all Transfer Purposes

in

Textile Mills

Exporters to

54 Foreign Countries

UNIVERSAL WINDING COMPANY
BOSTON

BARBER-COLMAN
AUTOMATIC SPOOLERS
HIGH SPEED WARPERS
WARP TYING MACHINES
WARP DRAWING MACHINES
HAND KNOTTERS

BARBER-COLMAN COMPANY

General Offices and Plant
Framingham, Mass. ROCKFORD, ILL., U. S. A. Greenville, S. C.

Have You Some Equipment You Want to Dispose Of?

SELL IT

Through A

Classified Ad

In The

Southern Textile Bulletin

Read In Nearly All Textile Mills In The South

SOUTHERN SOURCES OF SUPPLY

for Equipment, Parts, Materials, Service

Following are the addresses of Southern plants, warehouses, offices, and representatives of manufacturers of textile equipment and supplies who advertise regularly in the SOUTHERN TEXTILE BULLETIN. We realize that operating executives are frequently in urgent need of information, service, equipment, parts or materials, and believe this guide will prove of real value to our subscribers.

AKRON BELTING CO., Akron, O. Sou. Reps.: L. I. Haskins, Greenville, S. C.; L. F. Moore, Memphis, Tenn.

AKTIVIN CORP., The, 80 Union Square, New York City. Sou. Rep.: American Aniline Products, Inc., 1003 W. Trade St., Charlotte, N. C.

ALLIS-CHALMERS MFG. CO., Milwaukee, Wis. Sou. Offices: 1102 Lexington Bldg., Baltimore, Md.; 905 Electric Bldg., Richmond, Va.; 1104 Healey Bldg., Atlanta, Ga.; 701 Brown-Marx Bldg., Birmingham, Ala.; 1118 Johnston Bldg., Charlotte, N. C.; 1124 Canal Bank Bldg., New Orleans, La.; 2412 Pinehurst Bldg., Shreveport, La.; 1515 Santa Fe Bldg., Dallas, Tex.; 1128 Post Dispatch Bldg., Houston, Tex.; 524 Alamo Nat'l Bk. Bldg., San Antonio, Tex.

AMERICAN ENKA CORP., 300 Madison Ave., New York City. Sou. Reps.: R. J. Mebane, Asheville, N. C.; Cannon Mills (Yarn Dept.), Kannapolis, N. C.

AMERICAN-MOISTENING CO., Providence, R. I. Sou. Plants: Atlanta, Ga., and Charlotte, N. C. Sou. Offices: 1331 W. Morehead St., Charlotte, N. C.; 240 N. Highland Ave., Atlanta, Ga.; 711 Woodside Bldg., Greenville, S. C. Sou. Reps.: W. I. Burgess and C. A. Burgess, Greenville Office; Marvin McCall, Charlotte Office; J. D. Johnson and W. L. Johnson, Atlanta Office.

ARABOL MFG. CO., THE, 110 E. 42nd St., New York City. Sou. Agent: Cameron McRae, Concord, N. C.; Sou. Reps.: W. C. Gibson, Griffin, Ga.; W. L. Cobb, Greenville, S. C.

ARNOLD, HOFFMAN & CO., INC., Providence, R. I. Sou. Office: Independence Bldg., Charlotte, N. C. Robert E. Buck, Mgr. Sou. Reps.: Frank O. North, P. O. Box 844, Atlanta, Ga.; Frank W. Johnson, P. O. Box 1354, Greensboro, N. C.; R. A. Singleton, 2016 Cockrell Ave., Dallas, Tex.; R. E. Buck, Jr., 8 Tindel Ave., Greenville, S. C.

ASHWORTH BROS., INC., Charlotte, N. C. Sou. Offices: 44-A Norwood Place, Greenville, S. C.; 215 Central Ave., S.W., Atlanta, Ga.; Texas Rep., Textile Supply Co., Dallas, Tex.

ASSOCIATED BOBBIN COS., composed of BOWEN-HUNTER BOBBIN CO., East Corinth, Vt.; THE DANA S. COURTNEY CO., Chicopee, Mass.; VERMONT SPOOL & BOBBIN CO., Burlington, Vt. Sou. Rep., The McLeod Companies, which are Atlanta Textile Supply Co., 695 Glen St., Atlanta, Ga.; Greenville Textile Supply Co., Greenville, S. C.; Odell Mill Supply Co., Greensboro, N. C.

BAHNSON CO., THE, Reynolds Bldg., Winston-Salem, N. C. Sou. Reps.: Smith Williams, Winston-Salem Office; S. C. I. L. Brown, 886 Drewery St., N.E., Atlanta, Ga.; J. C. Seiler, 1400 Duncan Ave., Chattanooga, Tenn.

BARBER-COLMAN CO., Rockford, Ill. Sou. Office: 31 W. McBee Ave., Greenville, S. C.; J. H. Spencer, Mgr.

BARKLEY MACHINE WORKS, Gastonia, N. C. Chas. A. Barkley, president.

BORNE, SCYMSER CO., 17 Battery Place, New York City. Sou. Reps.: H. L. Siever, P. O. Box 240, Charlotte, N. C.; W. B. Uhler, 608 Palmetto St., Spartanburg, S. C.

BROWN CO., DAVID, Lawrence, Mass. Sou. Reps.: Ralph Gossett, Woodside Bldg., Greenville, S. C.; Belton C. Flowden, Griffin, Ga.; Gastonia Mill Supply Co., Gastonia, N. C.; Russell A. Singleton, Dallas, Tex.

BROWN & CO., D. P., 259-261 N. Lawrence St., Philadelphia, Pa. Sou. Rep.: Newlin W. Pyle, Charlotte, N. C.

BUTTERWORTH & SONS CO., H. W., Philadelphia, Pa. Sou. Office: Johnston Bldg., Charlotte, N. C.; J. Hill Zahn, Mgr.

CAMPBELL & CO., JOHN, 75 Hudson St., New York City. Sou. Reps.: John Bothamley, 1008 Williams Mill Road, Atlanta, Ga.; M. L. Kirby, P. O. Box 432, West Point, Ga.; Mike A. Stough, P. O. Box 701, Charlotte, N. C.

CHARLOTTE LEATHER BELTING CO., 302 E. Sixth St., Charlotte, N. C. Fred R. Cochrane, Mgr. Sou. Reps.: W. H. Portson, 110 Tusten St., Elberton, Ga.; Russell A. Singleton, 2016 Cockrell Ave., Dallas, Tex.; W. F. McNulty and W. E. Strane, Charlotte Office.

CIBA CO., INC., Greenwich and Morton Sts., New York City. Sou. Offices: 519 E. Washington St., Greensboro, N. C.; Greenville, S. C.

CLINTON CORN SYRUP REFINING CO., Clinton, Iowa. Sou. Reps.: J. W. Pope, Box 490, Atlanta, Ga.; Luther Knowles, Hotel Charlotte, Charlotte, N. C.

CORN PRODUCTS REFINING CO., 17 Battery Place, New York City. Sou. Office: Corn Products Sales Co., Greenville, S. C. Stocks carried at convenient points.

CROMPTON & KNOWLES LOOM WORKS, Worcester, Mass. Sou. Office: 301 S. Cedar St.; S. B. Alexander, Mgr.

CURTIS & MARBLE MACHINE CO., Worcester, Mass. Sou. Office: Woodside Bldg., Greenville, S. C.; Walter F. Woodward, Mgr.

DAEY RING TRAVELER CO., Taunton, Mass. Sou. Rep.: John E. Humphries, P. O. Box 843, Greenville, S. C.; Chas. L. Ashley, P. O. Box 720, Atlanta, Ga.

DIXIE SPINDLE & FLYER CO., Charlotte, N. C. A. M. Guillet, Mgr.

DRAKE CORPORATION, Norfolk, Va. **DRAFER CORPORATION**, Hopdale, Mass. Sou. Rep. E. N. Darrin, Vice-Pres.: Sou. Offices and Warehouses, 242 Forsyth St., S.W., Atlanta, Ga.; W. M. Mitchell; Spartanburg, S. C.; Clare H. Draper, Jr.

DRAFER, E. S., 1532 E. 4th St., Charlotte, N. C. Sou. Reps.: H. B. Bursley, E. A. Simmons and R. A. Wilhelm, Charlotte Office.

DU FONT RAYON CO., 2 Park Ave., New York City. Sou. Plants: Old Hickory, Tenn.; A. Kunsman, Mgr.; Richmond, Va.; W. Shackelford, Mgr. Sou. Reps.: F. H. Coker, Dist. Sales Mgr., 611 Johnston Bldg., Charlotte, N. C.; F. F. Hubach, Dist. Sales Mgr., 609 Provident Bldg., Chattanooga, Tenn.

DU FONT DE NEMOURS & CO., E. I., Wilmington, Del. Sou. Office, 302 W. First St., Charlotte, N. C.; John L. Dabbs, Mgr. Sou. Warehouse: 302 W. First St., Charlotte, N. C.; Wm. P. Crayton, Mgr. Sou. Reps.: D. C. Newman, L. E. Green, H. B. Constable, Charlotte Office; J. D. Sandridge, 1021 Jefferson St., Greensboro, N. C.; B. R. Dabbs, 715 Provident Bldg., Chattanooga, Tenn.; W. R. Ivey, 111 Mills Ave., Greenville, S. C.; J. M. Howard, 135 S. Spring St., Concord, N. C.; W. F. Crayton, Raleigh Hotel, Columbus, Ga.; J. A. Franklin, Augusta, Ga.; R. M. Covington, 715 Provident Bldg., Chattanooga, Tenn.

EATON, PAUL B., 218 Johnston Bldg., Charlotte, N. C.

ECLIPSE TEXTILE DEVICES, Elmira, N. Y. Sou. Reps.: Eclipse Textile Devices Co., care Pelham Mills, Pelham, S. C.; Eclipse Textile Devices Co., care Bladenboro Cotton Co., Bladenboro, N. C.

ECONOMY BALER CO., Ann Arbor, Mich. Sou. Rep.: J. Kirk Rowell Co., Atlanta Trust Bldg., Atlanta, Ga.

EMMONS LOOM HARNESS CO., Lawrence, Mass. Sou. Rep.: George F. Bahaan, P. O. Box 581, Charlotte, N. C.

FARNIR BEARING CO., THE, New Britain, Conn. Sou. Office & Warehouse, Bona Allen Bldg., Atlanta, Ga. Sou. Reps.: A. G. Laughridge and C. A. Letz, Atlanta Office; S. D. Berg, 321 N. Caswell Road, Charlotte, N. C.; W. S. Shirley, 2705 Williams St., Dallas, Tex.; W. F. Cunningham, P. O. Box 1687, Houston, Tex.

FIDELITY MACHINE CO., 3908 Franklin Ave., Philadelphia, Pa. Sou. Rep.: E. A. Cordin, Philadelphia Office.

FORD, CO., J. B., Wyandotte, Mich. Sou. Reps.: J. B. Ford Sales Co., 1147 Hurt Bldg., Atlanta, Ga.; J. B. Ford Sales Co., 1918 Inter-Southern Life Bldg., Louisville, Ky.; J. B. Ford Sales Co., 1406 Whitney Bldg., New Orleans, La. Warehouses in all principal Southern cities.

FRANKLIN PROCESS CO., Providence, R. I. Southern Franklin Process Co., Greenville, S. C.; B. S. Phetteplace, Mgr. Central Franklin Process Co., Chattanooga, Tenn.; C. R. Ewing, Mgr.

GASTONIA BRUSH CO., Gastonia, N. C. C. E. Honeycutt, Mgr.

GENERAL DYESTUFF CORP., 230 Fifth Ave., New York City. Sou. Office & Warehouse, 1101 S. Blvd., Charlotte, N. C.; B. A. Stigen, Mgr.

GENERAL ELECTRIC CO., Schenectady, N. Y. Sou. Sales Offices & Warehouses: Atlanta, Ga.; E. H. Ginn, Dist. Mgr.; Charleston, W. Va.; W. L. Alston, Mgr.; Charlotte, N. C.; E. P. Coles, Mgr.; Dallas, Tex.; L. T. Blakelock, Dist. Mgr.; Houston, Tex.; E. M. Wise, W. O'Hara, Mgrs.; Oklahoma City, Okla.; F. B. Hathaway, B. F. Dunlap, Mgrs. Sou. Sales Offices: Birmingham, Ala.; R. T. Brooke, Mgr.; Chattanooga, Tenn.; W. O. McKinney, Mgr.; Ft. Worth, Tex.; A. H. Keen, Mgr.; Knoxville, Tenn.; A. B. Cox, Mgr.; Louisville, Ky.; E. B. Myrick, Mgr.; Memphis, Tenn.; G. O. McFarlane, Mgr.; Nashville, Tenn.; J. H. Barkdale, Mgr.; New Orleans, La.; B. Willard, Mgr.; Richmond, Va.; J. W. Hicklin, Mgr.; San Antonio, Tex.; I. A. Uhr, Mgr. Sou. Service Shops: Atlanta, Ga.; W. J. Seibert, Mgr.; Dallas, Tex.; W. F. Kaston, Mgr.; Houston, Tex.; P. C. Bunker, Mgr.

GENERAL ELECTRIC VAPOR LAMP CO., Hoboken, N. J. Sou. Reps.: Frank E. Keener, 187 Spring St., N.W., Atlanta, Ga.; C. N. Knapp, Commercial Bank Bldg., Charlotte, N. C.

GILL LEATHER CO., Salem, Mass. Sou. Reps.: Ralph Gossett, 904 Woodside Bldg., Greenville, S. C.; Hammer & Kirby, Gastonia, N. C.; Belton C. Flowden, Griffin, Ga.

GREENSBORO LOOM REED CO., Greensboro, N. C. Geo. A. McPeters, Mgr., Charlotte, N. C.; E. J. McPeters, Supt., H. F. Harrill, Rep., Charlotte office.

HALTON'S SONS, THOS., "C" and Clearfield, Philadelphia, Pa. Sou. Rep.: Dennis J. Dunn, P. O. Box 1261, Charlotte, N. C.

HART PRODUCTS CORP., 1440 Broadway, New York City. Sou. Reps.: Chas. C. Clark, Box 274, Spartanburg, S. C.; Samuel Lehrer, Box 265, Spartanburg, S. C.; W. G. Shull, Box 923, Greenville, S. C.; O. T. Daniel, Textile Supply Co., 30 N. Market St., Dallas, Texas.

HAYWOOD, MACKAY & VALENTINE, INC., New York City. Sou. Office: Reynolds Bldg., Winston-Salem, N. C.; T. Holt Haywood, Mgr.

H & B AMERICAN MACHINE CO., Pawtucket, R. I. Sou. Office: Atlanta, Ga.; J. Carlie Martin, Mgr. Sou. Reps.: Thomas Aspden, Fred Wright, Arthur Drabble, Atlanta Office; Fred Dickson, P. O. Box 125, Rockingham, N. C.

HERMAS MACHINE CO., Hawthorne, N. J. Sou. Rep.: Carolina Specialty Co., P. O. Box 520, Charlotte, N. C.

HOUGHTON & CO., E. F., 240 W. Somerset St., Philadelphia, Pa. Sou. Rep.: J. M. Keith, 525 Rhodes-Haverty Bldg., Atlanta, Ga.; Jas. A. Brittain, 1028 Comer Bldg., Birmingham, Ala.; Porter H. Brown, P. O. Box 656, Chattanooga, Tenn.; H. J. Waldron and D. O. Wylie, P. O. Box 663, Greensboro, N. C.; R. J. Maxwell, P. O. Box 1241, Greenville, S. C.; F. A. Giersch, 418 N. 3rd St., St. Louis, Mo., for New Orleans, La.

HOWARD BROS. MFG. CO., Worcester, Mass. Sou. Office and Plant: 244 Forsyth St., S.W., Atlanta, Ga.; Guy L. Melchor, Mgr. Sou. Reps.: E. M. Terryberry, 208 Embassy Apts., 1613 Harvard St., Washington, D. C.; Guy L. Melchor, Jr., Atlanta Office.

HYATT ROLLER BEARING CO., Newark, N. J. Sou. Rep.: Geo. H. Wooley, Jr., 2001 Selwyn Ave., Charlotte, N. C.

ISELIN-JEFFERSON CO., 328 Broadway, New York City. Sou. Rep.: F. C. Burney, 5531 Willis Ave., Dallas, Tex.; E. C. Malone, 1013 Glenn Bldg., Atlanta, Ga.

JOHNSON, CHAS. B., Paterson, N. J. Sou. Rep.: Carolina Specialty Co., Charlotte, N. C.

KAUMAGRAPH CO., 200 Varick St., New York City. Sou. Offices: First Nat'l Bank Bldg., Charlotte, N. C.; Chattanooga, Tenn.

KEEVER STARCH CO., Columbus, Ohio. Sou. Office: 1209 Woodside Bldg., Greenville, S. C.; Daniel H. Wallace, Sou. Agent. Sou. Warehouses, Greenville, S. C.; Charlotte, N. C.; Burlington, N. C. Sou. Rep.: Claude B. Iler, P. O. Box 1383, Greenville, S. C.; Luke J. Cantile, 212 DuPont Place, Charlotte, N. C.; F. M. Wallace, 2027 Morris Ave., Birmingham, Ala.

LAVONIA MFG. CO., Lavonia, Ga.

LOCKWOOD-GREENE ENGINEERS, INC., 100 E. 42nd St., New York City. Sou. Office: Montgomery Bldg., Spartanburg, S. C.; R. E. Barnwell, V. P.

MANHATTAN RUBBER MFG. DIVISION OF RAYBESTOS-MANHATTAN, INC., Passaic, N. J. Sou. Offices and Reps.: The Manhattan Rubber Mfg. Div., 1108 N. Fifth Ave., Birmingham, Ala.; Alabama-Annisson, Anniston Hdw. Co.; Birmingham, Crandall Eng. Co. (Special Agent); Birmingham, Long-Lewis Hdw. Co., Gadsden; Gadsden Hdw. Co.; Huntsville, Nojlin Hdw. & Supply Co.; Tuscaloosa, Allen & Jemison Co. Florida-Jacksonville, The Cameron & Barkley Co.; Miami, The Cameron & Barkley Co.; Tampa, The Cameron & Barkley Co. Georgia-Atlanta, Atlanta Belting Co.; Augusta, Bearing Parts & Supply Co.; Columbus, A. H. Watson (Special Agent); Macon, Bibb Supply Co.; Savannah, D. DeTreville (Special Agent), Kentucky-Kentucky Mine Supply Co.; Louisville, Graft-Beile Co., North Carolina-Charlotte, Matthews-Morse Sales Co.; Charlotte, Charlotte Supply Co.; Fayetteville, Huske Hdw. House; Gastonia, Gastonia Belting Co.; Goldsboro, Dewey Bros.; High Point, Beeson Hdw. Co.; Lenoir, Bernhardt-Seagle Co.; Wilmington, Wilmington Iron Works; Winston-Salem, Kester Machinery Co. South Carolina-Anderson, Sullivan Hdw. Co.; Charleston, The Cameron & Barkley Co.; Greenville, Sullivan Hdw. Co.; Tennessee-Chattanooga, Belting & Supply Co.; Johnson City, Summers Hdw. Co.; Knoxville, W. J. Savage Co.; Nashville, Buford Bros., Inc. Service Rep.: J. F. Carter, 62 North Main St., Greer, S. C.; 208 Montgomery St., Decatur, Ga.; J. W. Edmister, Box 570, Memphis, Tenn.; M. C. Coates, 807 Lake Park, Baton Rouge, La.; T. J. Boyd, Adolphus Hotel, Dallas, Tex.

MARSTON CO., JOHN P., 247 Atlantic Ave., Boston, Mass. Sou. Rep.: C. H. Ochs, Hotel Charlotte, Charlotte, N. C.

MATHIESON ALKALI WORKS, INC., 250 Park Ave., New York City. Sou. Plant, Saltville, Va., E. A. Huls, V.-Pres. Sou. Office: First Nat'l Bank Bldg., Charlotte, N. C.; Fred G. Tilton, Mgr. Sou. Reps.: E. M. Murray, E. M. Rollins, Jr., J. W. Ivey and B. T. Crayton, Charlotte Office; R. C. Staple, Box 483, Chattanooga, Tenn.; Z. N. Holler, 208 Montgomery St., Decatur, Ga.; J. W. Edmister, Box 570, Memphis, Tenn.; M. C. Coates, 807 Lake Park, Baton Rouge, La.; T. J. Boyd, Adolphus Hotel, Dallas, Tex.

MAUNEY-STEEL CO., 237 Chestnut St., Philadelphia, Pa. Sou. Reps.: Aubrey Mauney, Burlington, N. C.; Don L. Hurlburt, 511 James Bldg., Chattanooga, Tenn.

MERROW MACHINE CO., THE, 8 Laurel St., Hartford, Conn. Sou. Reps.: E. W. Hollister, P. O. Box 543, Charlotte, N. C.; R. B. Moreland, P. O. Box 469, Atlanta, Ga.

MORTON MACHINE WORKS, Columbus, Ga. Sou. Rep.: Carolina Specialty Co., Charlotte, N. C. **NATIONAL ANILINE & CHEMICAL CO., INC.**, 40 Rector St., New York City. Sou. Office & Warehouse: 201 W. First St., Charlotte, N. C.; W. H. Willard, Mgr. Sou. Reps.: J. I. White, W. L. Barker, C. E. Blakely, Charlotte Office; J. T. Chase, American Savings Bk. Bldg., Atlanta, Ga.; R. A. Rodgers, 910 James Bldg., Chattanooga, Tenn.; J. B. Shuford, Jefferson St. Life Bldg., Greensboro, N. C.; E. L. Pemberton, 334 Dick St., Fayetteville, N. C.

NATIONAL RING TRAVELER CO., 257 W. Exchange St., Providence, R. I. Sou. Office and Warehouse: 131 W. First St., Charlotte, N. C. Sou. Reps.: L. E. Taylor, Charlotte Office; C. D. Taylor, Sou. Agent, Gaines, S. C.; Otto Pratt, Gaines, S. C.; H. L. Lanier, Shawmut, Ala.; Roy S. Clemmons, 926 W. Peachtree St., Atlanta, Ga.

NEWPORT CHEMICAL WORKS, Passaic, N. J. Sou. Offices & Warehouse: 228 1/2 N. Forbis St., Greensboro, N. C.; W. M. Hunt, Mgr.; Chamber of Commerce Bldg., Greenville, S. C.; D. S. Moss, Mgr.; Newnan, Ga.; Tom Taylor, Mgr. Sou. Reps.: H. J. Horne and J. V. Killheffer, Greensboro Office; E. H. Grayson, Gillespie Terrace, Chattanooga, Tenn.

NEW YORK & NEW JERSEY LUBRICANT CO., 292 Madison Ave., New York City, Sou. Office, 601 Kingdon Ave., Charlotte, N. C.; Lewis W. Thomason, Sou. Distrib. Mgr.; Warehouse: Charlotte, N. C.; Spartanburg, S. C.; New Orleans, La.; Atlanta, Ga.; Greenville, S. C.

OKAITE PRODUCTS, INC., New York, N. Y. Sou. Div. Office and Warehouse, Atlanta, Ga.; L. W. McCann, Div. Mgr., Atlanta, Ga.; E. Moline, Augusta, Ga.; R. H. Bailey, Memphis, Tenn.; H. J. Canny, Greensboro, N. C.; L. H. Gill, New Orleans, La.; W. A. McBride, Richmond, Va.; P. F. Wright, Chattanooga, Tenn.; J. C. Leonard, Div. Mgr., St. Louis, Mo.; W. B. Mix, Dallas, Tex.; C. A. Ormsby, Indianapolis, Ind.; G. C. Polley, Houston, Tex.; H. J. Steeb, St. Louis, Mo.; G. W. Tennyson, Peoria, Ill.; B. C. Brownling, Tulsa, Okla.; R. M. Brownling, Kansas City, Mo.; H. Bryan, Oklahoma City, Okla.; C. L. Fischer, St. Louis, Mo.

PARKS-CRAMER CO., Pittsburg, Mass. Sou. Office and Plant, Charlotte, N. C.; W. B. Hodge, V. Pres.; M. G. Townsend, Sou. Mgr. Sou. Reps.: W. H. Burnham, O. G. Culpepper and H. B. Rogers, Charlotte Office; J. F. Porter, P. O. Box 1295, Atlanta, Ga.

FERRIS & SON, INC., B. F., Holyoke, Mass. Sou. Rep.: Fred H. White, Independence Bldg., Charlotte, N. C.

FLATT'S METALLIC CARD CLOTHING CO., Lexington, N. C. U. S. Agent, P. L. Hill, Box 407, Lexington, N. C. Sou. Reps.: W. F. Stegall, Crumerton, N. C.; R. L. Burkhead, Varner Bldg., Lexington, N. C.

ROCKWEAVE MILLS, LaGrange, Ga., Wm. H. Turner, Jr., V. Pres. and Gen. Mgr. Sou. Reps.: Carolina Specialty Co., Charlotte, N. C.; Hamner & Kirby, Gastonia, N. C.; J. M. Tull Rubber & Supply Co., 285 Marietta St., Atlanta, Ga.; Young & Vann Supply Co., 1725 First Ave., Birmingham, Ala.; Mills & Lupton Supply Co., Chattanooga, Tenn.; Nashville Machine & Supply Co., Nashville, Tenn.; Montgomery & Crawford, Spartanburg, S. C.; Sullivan Hdw. Co., Anderson, S. C.; Noland Co., Inc., Roanoke, Va.

SACO-LOWELL SHOPS, 147 Milk St., Boston, Mass. Sou. Office and Repair Depot, Charlotte, N. C.; Walter W. Gayle, Sou. Agent; Branch Sou. Offices: Atlanta, Ga.; Fred P. Brooks, Mgr.; Spartanburg, S. C.; H. P. Worth, Mgr.

SARGENT'S SONS CORP., C. G., Graniteville, Mass. Sou. Rep.: Fred H. White, Independence Bldg., Charlotte, N. C.

SEYDEL CHEMICAL CO., Jersey City, N. J. Sou. Warehouse, Greenville, S. C. Sou. Reps.: W. T. Smith, Box 349, Greenville, S. C.; I. G. Moore, 301 N. Market St., Dallas, Tex.

SEYDEL-WOOLLEY CO., 748 Rice St., N.W., Atlanta, Ga.

SHAMROW SHUTTLE CO., Woonsocket, R. I. Sou. Rep.: M. Bradford Hodges, Box 752, Atlanta, Ga.

SIFF-EASTWOOD CORPORATION, Paterson, N. J. Sou. Rep.: Carolina Specialty Co., Charlotte, N. C.

SIRRIE & CO., J. E., Greenville, S. C.

SOLVAY SALES CORP., 61 Broadway, New York City, Sou. Reps.: Chas. H. Stone, 822 W. Morehead St., Charlotte, N. C.; Burkhardt-Schler Chemical Co., 1202 Chestnut St., Chattanooga, Tenn.; Woodward Wight Co., 451 Howard Ave., New Orleans, La.; J. A. Sudduth & Co., Birmingham, Ala.; Miller-Lentz Supply Co., Tampa, Miami and Jacksonville, Fla.

SONOCO PRODUCTS CO., Hartsville, S. C.

SOUTHERN SPINDLE & FLYER CO., Charlotte, N. C., Wm. H. Monty, Mgr.

STANLEY WORKS, THE, New Britain, Conn. Sou. Office and Warehouse: 552 Murphy Ave., S.W., Atlanta, Ga.; R. C. Jones, Mgr.; Sou. Reps.: Horace E. Black, P. O. Box 424, Charlotte, N. C.

STEEL HEDDLE MFG. CO., 2100 W. Allegheny Ave., Philadelphia, Pa. Sou. Office and Plant: 621 E. McBee Ave., Greenville, S. C.; H. E. Littlejohn, Mgr. Sou. Reps.: W. O. Jones and C. W. Cain, Greenville Office.

STEIN, HALL & CO., INC., 285 Madison Ave., New York City, Sou. Office, Johnston Bldg., Charlotte, N. C.; Ira L. Griffin, Mgr.

TERRELL MACHINE CO., Charlotte, N. C., E. A. Terrell, Pres. and Mgr.

TEXTILE DEVELOPMENT CO., THE, 1001 Jefferson Standard Bldg., Greensboro, N. C.; Sidney S. Paine, Pres. Ga.-Ala. Rep., Robert A. Morgan, Rome, Ga.

TEXTILE-FINISHING MACHINERY CO., THE, Providence, R. I. Sou. Office, 909 Johnston Bldg., Charlotte, N. C.; H. G. Mayer, Mgr.

UNIVERSAL WINDING CO., 95 South St., Boston, Mass. Sou. Offices: Johnston Bldg., Charlotte, N. C.; Candler Bldg., Atlanta, Ga. Sou. Reps.: Frederick Jackson and L. E. Wynne, Charlotte Office; J. W. Strubling, Atlanta Office.

U. S. ROBBIN & SHUTTLE CO., Manchester, N. H. Sou. Plants: Monticello, Ga. (Jordan Division); Greenville, S. C.; Johnson City, Tenn. Sou. Reps.: L. K. Jordan, Sales Mgr., First National Bank Bldg., Charlotte, N. C.; D. C. Ragan, P. O. Box 538, High Point, N. C.; E. R. Umbach, P. O. Box 108, Atlanta, Ga.; M. Ousley, Box 816, Greenville, S. C.; J. H. Kelly, Jordan Div., Monticello, Ga.

U. S. RING TRAVELER CO., 159 Aborn St., Providence, R. I. Sou. Reps.: Wm. P. Vaughan, Box 792, Greenville, S. C.; C. B. Land, Box 4, Marietta, Ga. Stocks at: Textile Mill Supply Co., Charlotte, N. C.; Charlotte Supply Co., Charlotte, N. C.; Gastonia Mill Supply Co., Gastonia, N. C.; Carolina Mill Supply Co., Greenville, S. C.; Sullivan Hdw. Co., Anderson, S. C.; Fulton Mill Supply Co., Atlanta, Ga.; Young & Vann Supply Co., Birmingham, Ala.

VEEDER-ROOT, INC., Hartford, Conn. Sou. Reps.: W. A. Kennedy Co., Johnston Bldg., Charlotte, N. C.; Carolina Specialty Co., 122 Brevard Court, Charlotte, N. C.

VICTOR RING TRAVELER CO., Providence, R. I. Sou. Offices and Warehouse: 615 Third National Bank Bldg., Gastonia, N. C.; A. B. Carter, Mgr.; 520 Angier Ave., N.E., Atlanta, Ga.; B. F. Barnes, Mgr. Sou. Reps.: B. F. Barnes, Jr., Atlanta Office; A. D. Carter and N. H. Thomas, Gastonia Office.

VISCOSE CO., Johnston Bldg., Charlotte, N. C.; H. Wick Rose, Mgr.

VOGEL CO., JOSEPH A., Wilmington, Del. Sou. Office: St. Louis, Mo.

WHITIN MACHINE WORKS, Whitinsville, Mass. Sou. Offices: Whitin Bldg., Charlotte, N. C.; W. H. Forcher and R. I. Dalton, Mgrs.; 1317 Healey Bldg., Atlanta, Ga. Sou. Reps.: M. F. Thomas, Charlotte Office; I. D. Wingo and C. M. Powell, Atlanta Office.

WHITINSVILLE SPINNING RING CO., Whitinsville, Mass. Sou. Rep.: Webb Durham, 2029 East 5th St., Charlotte, N. C.

WICKWIRE-SPENCER STEEL CO., 41 E. 42nd St., New York City, Sou. Rep.: James A. Greer, 50 Rutherford St., Greenville, S. C.

Stress Necessity Of Research

Boston.—The necessity for continual experiments and research work within the mills to keep pace with competitive conditions here and abroad was emphasized at the opening of the Textile Forum of the National Association of Cotton Manufacturers in the Boston Chamber of Commerce building. Overseers of carding, representing cotton mills in New England and New York State, assembled at the meeting, which is the first of the 1931-1932 series of the Forum conducted for the exchange of information gained from experiences with new developments in machinery and methods of manufacturing.

Textile machinery manufacturers were represented at the session of the Forum for the first time since it was established three years ago, an invitation having been extended to them in order that they might take part in discussions where information was sought relative to latest improvements and innovations in textile machinery.

The discussions which were technical for the most part showed that with competition growing more and more keen New England mills, generally speaking, are making every effort to keep production costs down through the utilization of the most effective machinery modernization and replacement policies.

William O. Buzzell, agent of Wamsutta Mills, New Bedford, and chairman of the committee on arrangements, welcomed the egathering in the absence of President Irving Southworth, of the National Association, who was called out of town.

Romance of Velvet

The Romance of Velvet, a motion picture film produced by the Collins and Aikman Corporation, was shown to the Textile students of North Carolina State College on November 6th.

Starting with a historical background showing the use of velvet as a fabric for kings in many nations, the film then clearly depicted various steps in the manufacture, dyeing and finishing of this type of fabric which is now used extensively for automobile upholstery.

Following the showing of the picture, Thomas J. Dark and A. H. Gardner, who are connected with the New York offices of Collins and Aikman, exhibited samples of plush manufactured by their company and explained the qualities which make these fabrics able to withstand the hard usage to which automobile upholstery is subjected.

Florida-Cuba Excursions

Southern Railway System

Announces

Very Low Round Trip Excursion
Fares to Florida and Cuba,
Season 1931

Round Trip Fares From CHARLOTTE, N. C.

Jacksonville, Fla.	\$20.50
Orlando, Fla.	28.40
St. Augustine, Fla.	22.50
Daytona, Fla.	26.45
West Palm Beach, Fla.	36.65
Tampa, Fla.	31.90
St. Petersburg, Fla.	33.20
Miami, Fla.	40.25
Lakeland, Fla.	31.15
Fort Myers, Fla.	36.30
Havana, Cuba	71.00

Round Trip Fares to Many Other Points in Florida

Tickets on Sale October 1st to
December 31, 1931. Limit 14 days.

Excellent Service

Convenient Schedules
Call on Ticket Agents for further
information and Pullman reservations, or address

R. H. GRAHAM

Division Passenger Agent
Southern Railway Passenger
Station

Telephone 2-3351 Charlotte, N. C.



Mill Village Activities

Edited by Mrs. Ethel Thomas Dabbs—"Aunt Becky."

LaGrange, Ga.—Duncon Cotton Mills

There is no prettier spot in the State than the grounds in front of Duncon Cotton Mills. This huge plant is 12,050 feet long, and the broad velvety lawn with shrubbery artistically grouped extends the entire length.

Add to this, good homes to live in, mill officials and overseers that have no superiors, and no one will wonder why the operatives are always happy, even when short time is necessary.

Mr. W. S. Dunson, manager and treasurer, never loses his poise or temper, and has the sincere respect and admiration of all who work for him or know him. Someone told us that during curtailment the past summer, Mr. Dunson had truck loads of peaches brought in and delivered free of charge, for canning. That is just like him.

I don't remember ever having to report a change in overseers, and unless someone should die, there will be none! They are efficient, reliable,—have that fine quality of "stickability" so desirable in department heads, and are noted for their courtesy. May their tribe increase.

A. L. Crisler is overseer carding. W. H. Breed, overseer spinning. The first time I visited Dunson was in 1913 or 1914, and I was entertained in Mr. Breed's home. The "little boys" of that time, are prominent men now—one a very successful lawyer. W. H. Breed, T. E. Knight and Frank Walker are wide-awake second hands in spinning.

T. J. Davis, is overseer weaving, and he knows how to make the goods; B. F. Arrington is an able second hand. T. J. Gibson is still on the job in the cloth room, and somehow manages to retain his youthful appearance. A. D. Grice, second hand, is farming on the side. Good luck to him. A. A. Stone is master mechanic, and Paul Smith, warehouse man.

HILLSIDE COTTON MILLS

This covers a lot of ground and employs a large number of people. I never know when I get through here, and have an idea that I never have been all over this plant.

Frank L. Asbury, Jr., has made a fine superintendent, and I'm rather proud of the fact that when he first went to LaGrange, he stuck his feet under "Aunt Becky's" table every day. He now has a charming wife and two fine children.

E. M. Pressley, overseer spinning, is a man I think a lot of,—and more than ever now, for he and "Uncle Hamp" look very much alike, and are about the same size and height. He is the soul of courtesy himself, and has some fine second hands, who are always ready to help me in my work.

G. P. Brookshire, and D. F. Brooks are other overseers who I like to visit.

J. W. Oliver, overseer cloth room, and M. T. Johnson, overseer dyeing, are up-to-date and keenly alert. Mr. Johnson teaches the Woman's Bible Class in Southwest LaGrange Baptist church. C. F. Ogles looks after weaving in the basement, where everything was nice and clean. Jake Simpson is overseer weaving.

Hillside has a well equipped first-aid room, in charge of "Uncle John" Cleveland, who is very much in love with his job, and delights in treating the slightest hurt. Miss Grogan, nurse, has been with the Callaway Mills a number of years, proving her efficiency and popularity.

Miss Sara Herring, in charge of the Woman's department of the Y. M. C. A., is doing splendid work, and Prof. C. W. Coleman, is a dynamic force in every community undertaking.

The Callaways—Messrs. Cason and Fuller are worthy sons of the beloved deceased Mr. Fuller E. Callaway, who will never be forgotten.

VALWAY RUG MILL

I felt as if on "holy ground" or in Fairyland, when in this magical plant. The prettiest rugs ever seen are made here, and the process advisedly kept secret from outsiders, few of whom have the privilege accorded to "Aunt Becky" on her visits.

Many are the schemes devised by interested parties to get inside for a glimpse of valuable inventions, but such plans never work.

"There's a man coming in—says he wants to see me on particular business; see that he doesn't get inside the mill," directs Superintendent Ed. Estes, and the entire office force is on the alert. How thrilled I was to be allowed to go anywhere I wished! Needless to say I would suffer tortures rather than betray this trust.

Louis A. Shuford, in the shop, W. H. Walls overseer weaving and his second hand M. L. Sheets, A. H. Leonard dyer, and Sherry Fallis, his assistant, were among the splendid people I saw here.

ELM CITY AND ROCKWEAVE

Superintendent Herndon Shuford has a real job, but is

thoroughly capable of handling it—even if everything should run full time and full capacity.

The overseers here are the same as always—J. B. Crowder, carder; A. L. White, spinner; C. E. Estes, weaver, G. T. Williamson, overseer cloth room.

H. L. Daughdrill is overseer of the Rockweave Mill.

Roy Crowder, son of the overseer of carding, is in Clemson College, and is specializing on textile engineering.

It would be interesting to know how many high school and college graduates are employed in the mills at La-Grange. A high "muckety muck" person—wonderfully "educated," was very much surprised recently, to learn the "cotton mill people are really going through high school and college,—and that I, a mill woman, have "actually written books!" Bah!

UNITY SPINNING MILL

It was the first time I ever saw Superintendent Boyd Ragsdale the least bit worried or blue—and it was because his mill for the first time in its history, was curtailing just a little bit! No doubt it is now going with the usual vim. Jolly T. B. Kersey, assistant superintendent wasn't losing any flesh over the situation, and the overseers were all in their usual good spirits.

I always get thorough co-operation and the best of consideration at Unity Spinning Mill. If a bit doubtful or depressed, I go there for encouragement and comfort, and those good friends have never failed me. Anything I want or need is mine, if it is at Unity Cotton Mill.

OAK LEAF

This pretty new mill is superintended by genial T. L. Arnett, who was trained by Superintendent Ragsdale, of Unity Spinning Mill, and it goes without saying that "Tom" is a winner.

He and his charming wife (formerly Miss Mary Hallman) worked together several years in Unity Spinning mill office after they were married, and only just recently entertained the stork and accepted a wee baby girl as their own.

Messrs. Byron Wood, C. O. Cronic, J. D. Green, and Roy Shelnutt, are among the overseers and progressives.

New Holland, Ga.—Pacolet Mfg. Co. No. 4

This is one gloriously beautiful place. Autumn was in her most gorgeous attire, and the big green lawn, sprinkled with red, brown and gold leaves, looked like a magic carpet.

The mill was on short time (with lots of the machinery stopped) and I only had a few moments to stay. Called on Mr. Willingham, a former correspondent, and on Mr. A. B. Peterson, overseer of spinning. R. O. Wilson is carder; W. S. Smith, weaver; J. L. Tucker, overseer cloth room; G. H. Cheek, master mechanic.

Mr. D. W. Anderson, manager is one of the brainiest men it has been my good fortune to meet. His ideas on various subjects were extremely elevating and inspirational, and I wished that it were possible to know him better.

There are all kinds of people—good, bad and indifferent, but occasionally, we meet some whose personality, tact and charm lift them far above the average "good," and our hearts go out in thankfulness to God for those who in kind deeds, built their own imperishable monuments.

We hope some day to visit New Holland when every piece of machinery in this big Pacolet Mills in running full time and everybody prosperous and happy.

Toccoa, Ga.—Hartwell Cotton Mills No. 2

THIS MILL NEVER HAS TO RUN SHORT TIME

Question: How does Superintendent A. F. Garrison manage to keep his mill going *all the time*? Is he "just lucky" or does he have more than the usual supply of executive ability? Anyway, Hartwell No. 2 is doing a rushing business and the employees are among the truly fortunate.

The mill is nice, clean and well ventilated. Work runs wonderfully well and operatives seemingly had little to do. No rush or hurry or worry. There were sanitary fountains supplied with pure water from electric water coolers.

And oh! Our former correspondent, has become Mrs. F. W. Burden—wife of the handsome overseer of the cloth room. I knew at once why we had not been hearing from her the past several months,—so, charged it up to Mr. Burden and he came across with his subscription.

S. J. Burden is overseer carding; J. N. Howard, overseer spinning, and A. L. Campbell, overseer weaving.

So sorry that I've mislaid my notes and can't remember the name of the courteous office man. He, superintendent Garrison, Mr. Campbell and Mr. F. W. Burden, went out to the car to meet "Uncle Hamp" and I received hearty congratulations for winning such a fine husband. Thanks, everybody—we are both very happy.

Goldville, S. C.

THE JOANNA NEWS—"ROLL CALL"

November 11th 26th—the dates for the fiftieth anniversary roll call of the American Red Cross.

The American Red Cross is now fifty years old, and it is our firm opinion that not many organizations in the history of the world have put fifty years to such good use. We've been looking over a list of a few of the accomplishments of the Red Cross in just one year, and you'd hardly believe such a record possible. Nearly three million persons were given drought relief. Two million visits by nurses to patients. Relief work in the disasters of San Domingo and Nicaragua, and all that doesn't scratch the surface of what they are doing. We are proud of the Red Cross—proud of its record of wisdom—of teaching life saving and first-aid, of carrying public health knowledge into the school, of helping with social and financial problems of service and ex-service men.

In a lot of windows you'll see that little red cross that means "We have joined the Red Cross." It's a mighty good use for a dollar.

WISE-COOPER

Miss Elizabeth Wise of Batesburg, S. C., was married Saturday evening, October 31st, to Mr. Lynn Cooper of Clinton, S. C. The ceremony was performed by the Rev. R. O. Lawton at his home in College Place, Columbia, S. C.

The bride has been teaching in the Goldville school for the past two years. She is a graduate of Lander College, Greenwood, S. C. and is an admirable and accomplished young lady with a host of friends.

Mr. Cooper is an automobile salesman of Clinton and is an industrious and popular young man.

The newly weds will make their home at Joanna Inn for the present. The News joints with their many friends in extending congratulations and good wishes.

CLASSIFIED ADS.

WANTED—Position as salesman, age 35. Two years in college; have held present position as Designer and Assistant Overseer Weaving for the past six years. One year's experience as salesman. Married. L. G. G., care Southern Textile Bulletin.

AGENTS WANTED to sell the Presidents Needle Book, educational and useful. Send 50 cents by P. O. Money Order for sample and agents prices. Your money back if you are not satisfied. Address C. R. Weston, P. O. Box 904, Hopewell, Va.

WANTED—Position as overseer of plain or fancy weaving; 14 years experience. Can furnish references as to ability and character. Address T. J. D., care Southern Textile Bulletin.

WANTED—Position as loom fixer, or weaver's helper. 25 years experience on cotton, wool, worsteds, pile fabrics, silk and rayon crepes and taffetas, etc. Sober, unmarried, and willing to go anywhere. A. F. F., care Southern Textile Bulletin.

FOR SALE
POMONA WATER LUBRICATED DEEP WELL TURBINE PUMPS featuring the Goodrich cutless rubber bearing. No leathers, valves or wearing rings to wear out. Eliminate that heavy pulling expense. Geo. A. Westbrook, Distributor, 404 Independence Building, Charlotte, N. C. Phone 7379.

WANTED—One story mill building with about 10,000 square feet floor space, within 100 miles of Charlotte, N. C. Will also consider construction of new building in small town, any Chamber of Commerce interested write S. M. S., care Southern Textile Bulletin.

Wanted To Buy

Two Vertical Openers. Must be in good condition and cheap. State price, year made and where can be inspected in first letter. Easley Cotton Mills, Liberty, S. C.

Classified Rates

Set Regular "Want Ad" Style, without border or display lines—4c per word, each insertion.

Minimum charge, \$1.00. Terms—Cash with order.

Set Display Style, with headings in larger type and border—\$3.00 per inch, one insertion.

PRINTING?

RULED FORMS

GET OUR QUOTATIONS

LETTERHEADS

on any quality of paper and envelopes to match

Bill Heads

Factory Forms

Statements

Invoices

Pay Roll Envelopes

Loose Leaf Systems and Binders

Ledgers, Journals, Cashbooks and Day Books

Many Mill Forms Carried in Stock

WASHBURN PRINTING CO.

DAVID CLARK, President

18 West Fourth St.

Phone 3-2972

Charlotte, N. C.

Discouraging

The Southern cotton industry gets another kick in the pants from the government in Washington.

There was a very real hope that the proposal for the use of cotton twine by the Postoffice Department instead of jute would be an encouraging factor in the further search for new uses for cotton.

But the Postoffice Department has rejected the cotton bids. The reason is not hard to find. The New England manufacturers of jute twine brought political pressure to bear on the department.

The situation is doubly discouraging in view of the fact that the quoted price of cotton twine, based on yardage, was as low if not lower than the previous contracts made for jute.

There may be balm in Gilead for the distressed cotton farmer and the almost equally distressed cotton manufacturer but neither may expect much of it from Washington.—Raleigh News and Observer.

THE RIGHT WAY TO TRAVEL

is by train. The safest. Most comfortable. Most reliable. Costs less. Inquire of Ticket Agents regarding greatly reduced fares for short trips.

SOUTHERN RAILWAY SYSTEM

Southern Railway System

Announces

Greatly Reduced Fare for

Thanksgiving Holidays

Thursday, November 26, 1931

FARE AND ONE-THIRD FOR
ROUND TRIP

Between Stations in Southeast

Tickets on sale November 24th and 25th. Also November 26th from stations and for trains of that date scheduled to arrive at destination before 2:00 P. M.

Final return limit December 1, 1931

Stop-overs permitted in either direction. Baggage will be checked.

TRAVEL BY TRAIN
Comfortable—Economical—Safe

For fares, pullman reservations, tickets and schedules, consult Ticket Agents or address:

R. H. GRAHAM

Division Passenger Agent

Southern Passenger Station

Charlotte, N. C.

Ex-Divot Diggers *know* *the worth of* *business papers*

"**L**AST year I got a healthy tan digging divots. This year I've acquired a Pullman pallor digging for business. And let me tell you: this year I realize the dollars-and-cents value of my business papers."

You'll hear the same story from business executives the country over, in every line of industry or trade—yes, and from professional men too. These are the times that try the worth of every business thing. And from the welter of work and worry the business paper emerges with firmer friends and a brighter prestige than ever before.

For the business paper is one institution which, without fuss or feathers, goes quietly



THIS SYMBOL identifies an ABP paper . . . It stands for honest, known, paid circulation; straightforward business methods, and editorial standards that insure reader interest . . . These are the factors that make a valuable advertising medium.

about its work of telling how to do a better job. And the business concern of today is up against



the problem of doing a better job or going to the wall under pressure of competition.

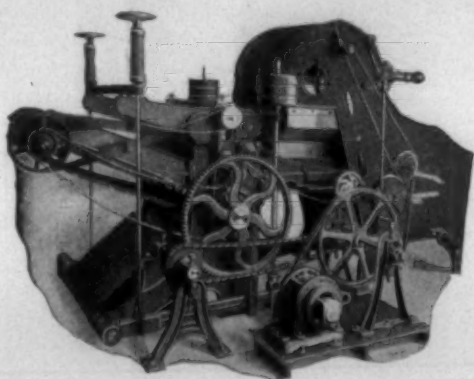
Hence the greater appreciation of business papers among business men—evidenced by a closer study of their pages and an increased use of the data that business papers bring. Hence the marked confidence in the leadership of business papers—shown by a readiness to follow their lead in the turmoil of changed conditions.

Hence, too, the reliance upon the business paper as a primary advertising medium, indispensable for reaching industry, trade or profession—attested by a notable steadiness of business paper advertising volume.

This publication is a member of the Associated Business Papers, Inc. . . . a cooperative, non-profit organization of leading publications in the industrial, professional and merchandising fields, mutually pledged to uphold the highest editorial, journalistic and advertising standards.

+ + +

THE ASSOCIATED BUSINESS PAPERS, INC.
TWO-NINETY-FIVE MADISON AVENUE · NEW YORK CITY



Continuous Hydro-extractor

This machine will expel waste dye and bleach liquors from saturated cotton, at the same time passing it forward to your Drying Machine through a continuous series of operations.

Gives more uniform results with less expenditure of energy and avoidance of intermittency. Many other advantages.

Reduce your costs by hydro-extracting saturated fibers this modern way.

C. G. Sargent's Sons Corp., Graniteville, Mass.

*Builders of Cotton Stock Drying Machines
Yarn Conditioning Machines, etc.*

Fred H. White, Southern Representative, Charlotte, N. C.

PRINTING

All Kinds of

MILL and OFFICE FORMS

DAVID CLARK, Owner

WASHBURN PRINTING Company

P. O. Box 974, 18 W. 4th St., Charlotte, N. C.

The Use of

ARCY

**Gives You MAXIMUM VALUE From Each
Dollar's Worth of Starch**

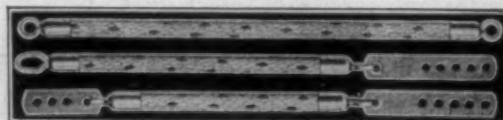
Thick boiling pearl starch liquefied by the mild enzymic action of ARCY (without the presence of acids) is nature's own way of changing starch back to a soluble liquid form, which remains fluid even when cooled. In this form, starch possesses valuable properties for warp sizing and cloth finishing, not possessed by the same starch in any other form.

The application of ARCY is simple, inexpensive, and because it is standardized, gives absolutely unvarying results.

DRAKE CORPORATION

Norfolk, Va.

Loom Cords a Specialty



We Also Manufacture

The Improved Dobby Bars and Pegs

Rice Dobby Chain Company

Millbury

:-:

Mass.



Sizol speaks for itself. It has been on the market for 26 years, and every old weaver knows of its efficiency—the young do likewise.

SEYDEL CHEMICAL COMPANY

Jersey City, N. J.

Dallas, Texas
I. G. Moore

Greenville, S. C.
W. T. Smith